ADGI Design Week Pt.1
November 2025

Pinterest on Foot is an e-zine of photos and screenshots I took of inspiring things, made in an effort to clear up my phone gallery (currently at 33,000 photos too many).

To use the zine, treat it as a prompt generator. Jump to a random page. Find something you like about it. Create something based on your findings. Make a brief. Et cetera.

(Garlic Cracker Press)

PINTEREST ON FOOT

Disclaimer

Most if not all artworks featured in this zine are not my own. *Pinterest on Foot* was made for my personal research and study, not commerical purposes or profit.

If I've included your work and you'd like for me to take it down, I want to respect your request. Please send me a direct message at @garliccrackerpress on Instagram or email me at garliccrackerpress@gmail.com.

About

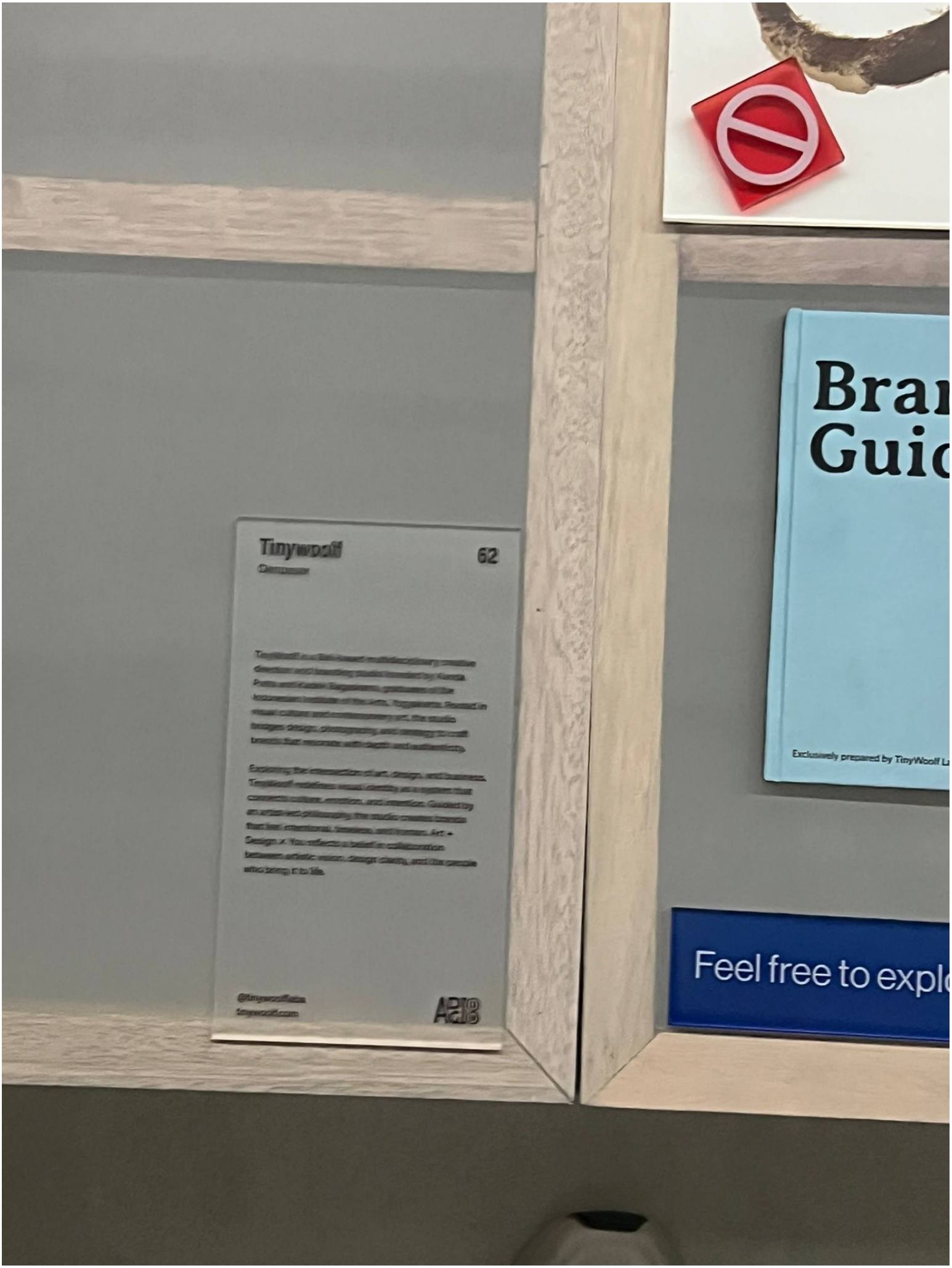
© 2025 Garlic Cracker Press

Garlic Cracker Press is a small publishing, print, and art zine project by Grace Francine.

Instagram — @garliccrackerpress
Email — garliccrackerpress@gmail.com

AN ELEPHANT NEVER FORGETS

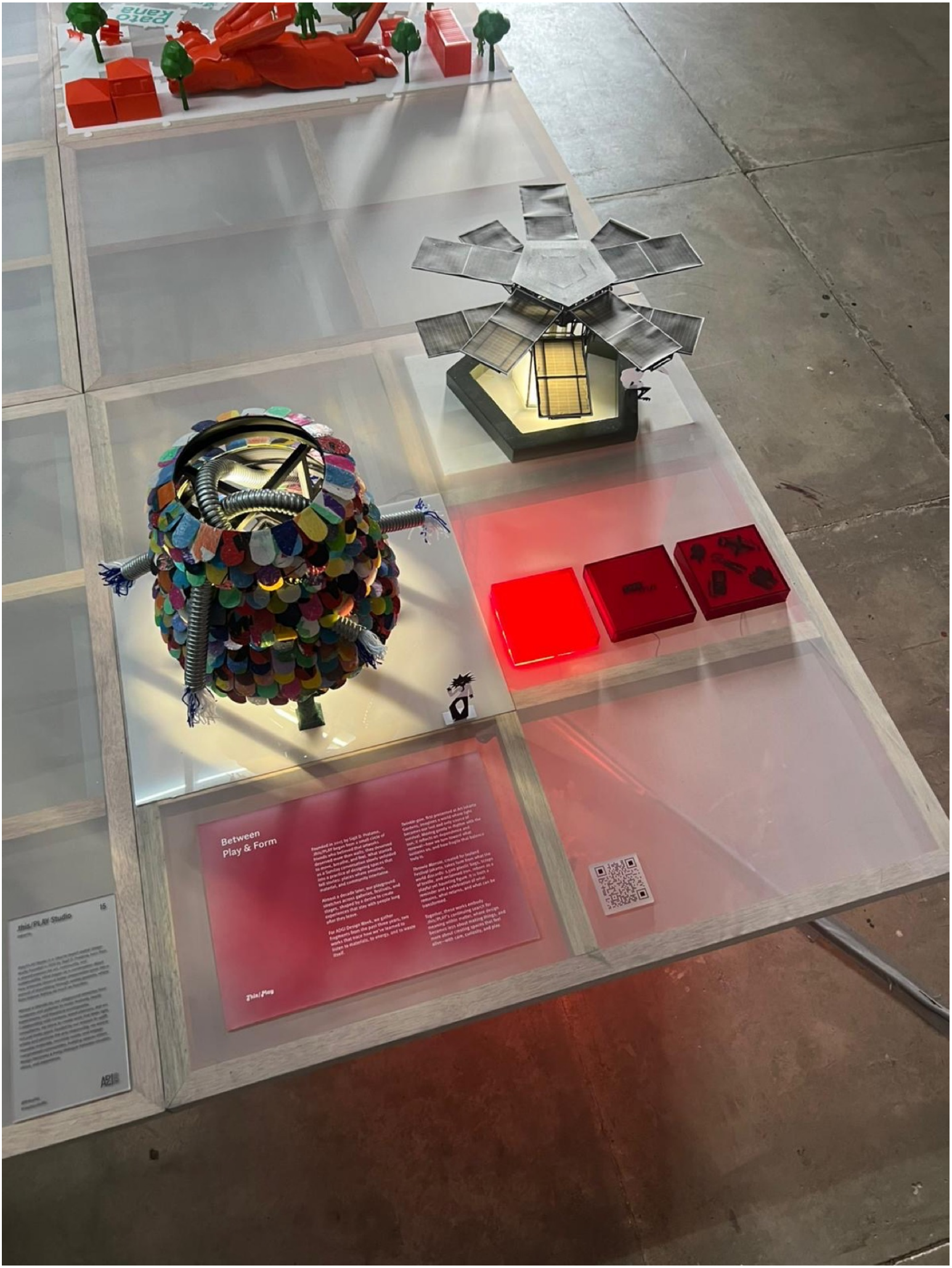
"I used to get bullied by being called Elephant a lot in elementary, and I was chubby back then. But now, I want to show the world that I'm proud of who I am, that I'm a strong woman like a fearless elephant, ready to fight!" -Ari


Tinywoolf
62
Feel free to explo

18:25
19:58
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
aabcdefgghiij
klmnopqrstuvw
xyyz0123@&©$¥
Karsa
Mono
Type
Spec-
-imen
0123
56789

@NOR.OBJECT
nor
A
B
D
E
F
A. Stone base prototype | B. One part of the metal rod (short ends) | C. One part of the metal rod (long end) | D. Long metal hook | E. Wiring and lamp head | F. Light bulb

Platform
Jepara
Solo
Semarang
Surabaya
16:04
17:39
18:25
19:58
WACANA TYPE
Bold
Black
Thin
Light
Regular
Prana
Gate A
3
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
aabcdefgghiij
klmnopqrstuvw
xyyz0123@&©$¥


Between
Play & Form
Thin/Play

Contents

01
Brand Introduction
Philosophy
Vision
Mission
Values
Taglines
Target Audience
Tone on Voice

02
Brand Assets
Masterbrand Logo
Logomark
Clear Space
Minimum Size
Placement
Incorrect Logo Usage
Color Palette
Usage Suggested Color Pairing
Typography
Typography Hierarchy

03
Brand Implementation
Business Card
Instagram Template
T-Shirt
Packaging
Brand Stickers
Box Concept

Exclusively prepared by TinyWoolf Labs

Brand Guidelines ©2025

01 Brand
Introdu

usively prepared by TinyWoolf Labs

visual identity as a system that connects culture, emotion, and intention. Guided by an artist-led philosophy, the studio creates brands that feel intentional, timeless, and human. Art + Design × You reflects a belief in collaboration between artistic vision, design clarity, and the people who bring it to life.

Disciplined
Contemporary
Crafted
Story-driven
Evolving
Precise
BEHIND THE CODE
The installation reflects our landscape of work, a space where ideas are developed, designs take shape, and production brings them to life, all under one roof.
Open your phone camera.
Ready?
Point it toward the QR code on the display. Make sure it's clearly visible.
Got a pop-up?
Tap the link and...
Welcome to our creative space!
Explore more of our projects and stories behind the design.
KYUB STUDIO

03 Brand Implementation

Exclusively prepared by TinyWoolf Labs

Brand Guidelines ©2025

Business Card

↘ Link to download Business Card

5.3 cm

8.9 cm

The brand card applies emboss finishing on the Qaf logo across the front and back surfaces. The emboss is achieved through a die-pressed technique, creating a raised relief effect that highlights the logo without the use of ink or foil.

Exclusively prepared by TinyWoolf Labs

Brand Guidelines ©2025

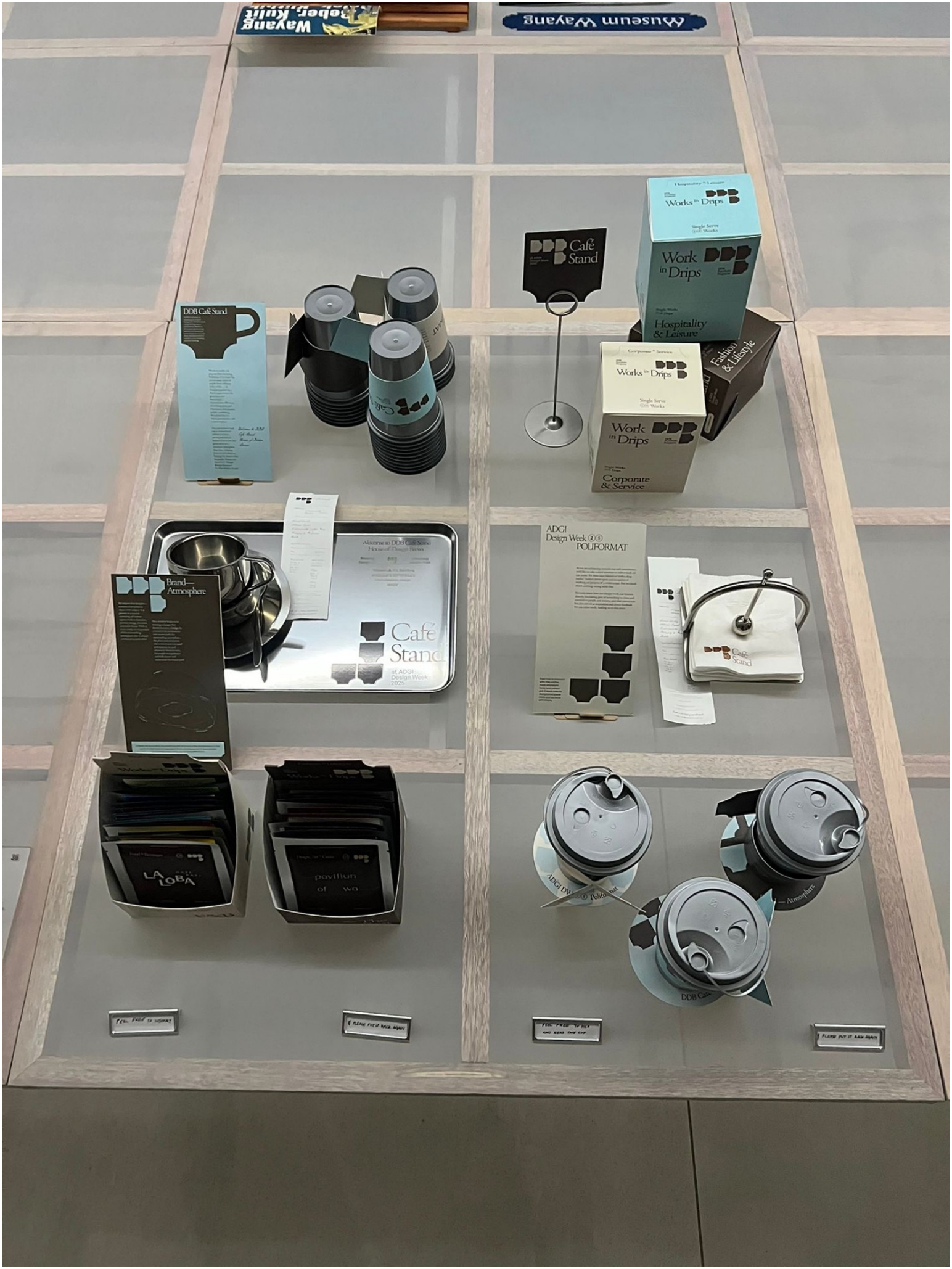
Qaf

Feel free to explore

SatuCollective.
ABSTRACT
ABSTRACT
SatuCollective
BEST QUALITY
CHECK OUT THE ADGS STORE FOR OUR ARTPRINTS
Feel free to browse, touch, and take one home.

Contemporary
Disciplined
Crafted
Story-driven
Evolving
Precise
KYUB STUDIO
50
BEHIND THE CODE
The installation reflects our landscape of work, a space where ideas are developed, designs take shape, and production brings them to life, all under one roof.
Open your phone camera. Ready?
Point it toward the QR code on the display. Make sure it's clearly visible.
Got a pop-up? Tap the link and...
Welcome to our creative space! Explore more of our projects and stories behind the design.

Aaa
Thin
ExtraLight
Light
Regular
Bold
ExtraBold
Black
Italic
On
Aaa Bb Cc Dd
Ee Ff GGggg
Mm Nn Oo Pp
QQq Rr Ss Tt
Uu Vv Ww Xx
Yyy Zz !?& 01
0123456789
Tyra
Aa Bb Cc Dd
Ee Ff Gg Hh
Ji Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789
!?@#$&%
A*%1
GOTd
t-æ.
A P ft
Keep the
conversation
going
Custom Font Modification


Museum Wayang
Wayang Beber Kulit
DDB Café Stand
Café Stand
Hospitality & Leisure
Works in Drips
Work in Drips
Hospitality & Leisure
Fashion & Lifestyle
Corporate & Service
Works in Drips
Work in Drips
Corporate & Service
Brand—Atmosphere
Welcome to DDB Café Stand
House of Design Fresh
Café Stand
at ADGI Design Week 2025
ADGI Design Week 2025 POLIFORMAT
Café Stand
LA LOBA
pavilion of wa
Atmosphere
DDB Café

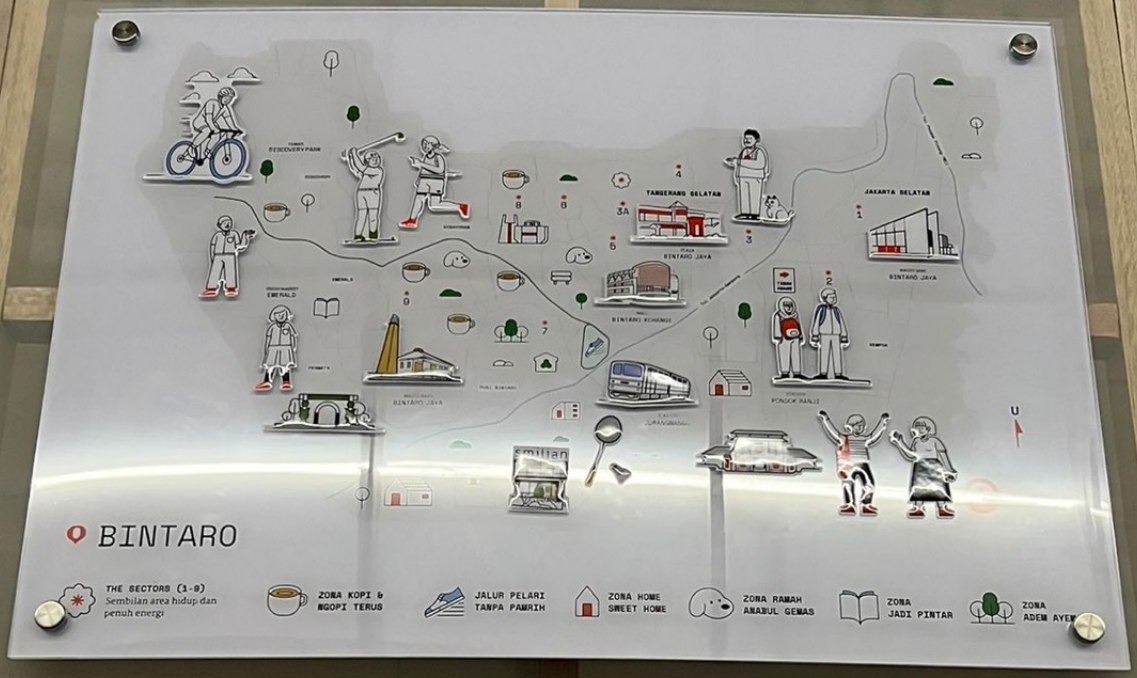
FORM OF CONTINUUM
2025
TAP TO PLAY
Waykambas
Tap to Autoplay (No Sliding)

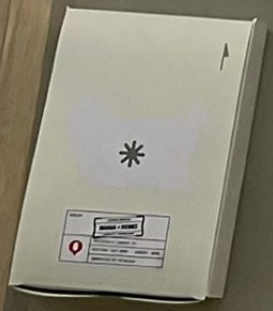
THINGS WE CAN'T LIVE WITHOUT
We wish can bring the space everywhere when ever.
NSB x POPOMANGUN
A black lock box invitation that guests can unlock exclusively at the launch event.

NATABATA II

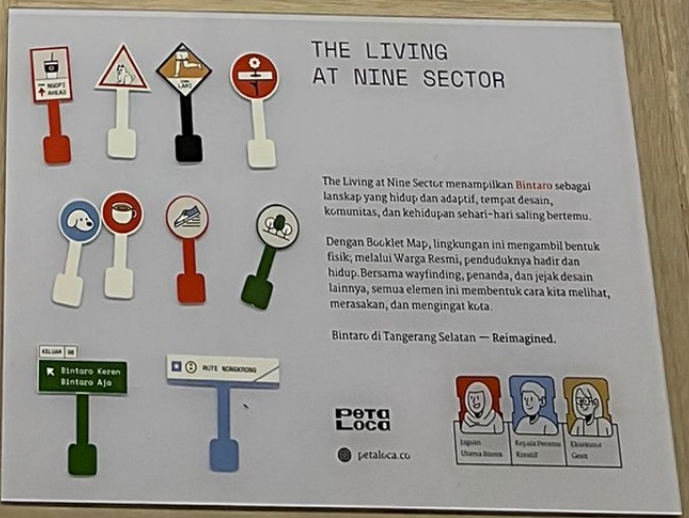
Not
A Coffee Table
Book
S. I.

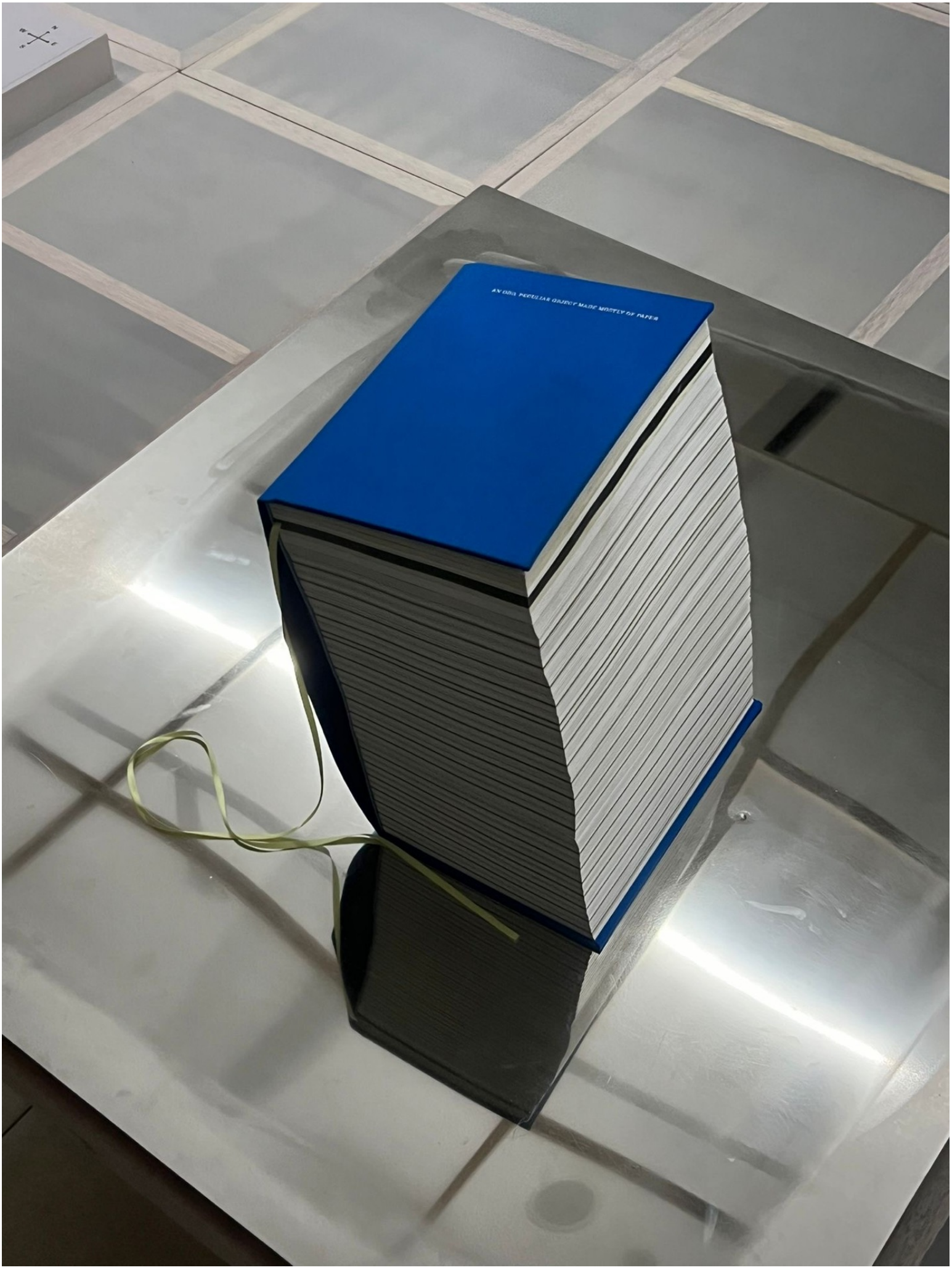
pato
kana
et - orr


BINTARO
THE SECTORS (1-9)
Sembilan area hidup dan penuh energi
ZONA KOPI & NGOPI TERUS
JALUR PELARI TANPA PAMRIH
ZONA HOME SWEET HOME
ZONA RAMAH ANABUL GEMAS
ZONA JADI PINTAR
ZONA ADEM AYEM
TANGERANG SELATAN
JAKARTA SELATAN
BINTARO JAYA
U



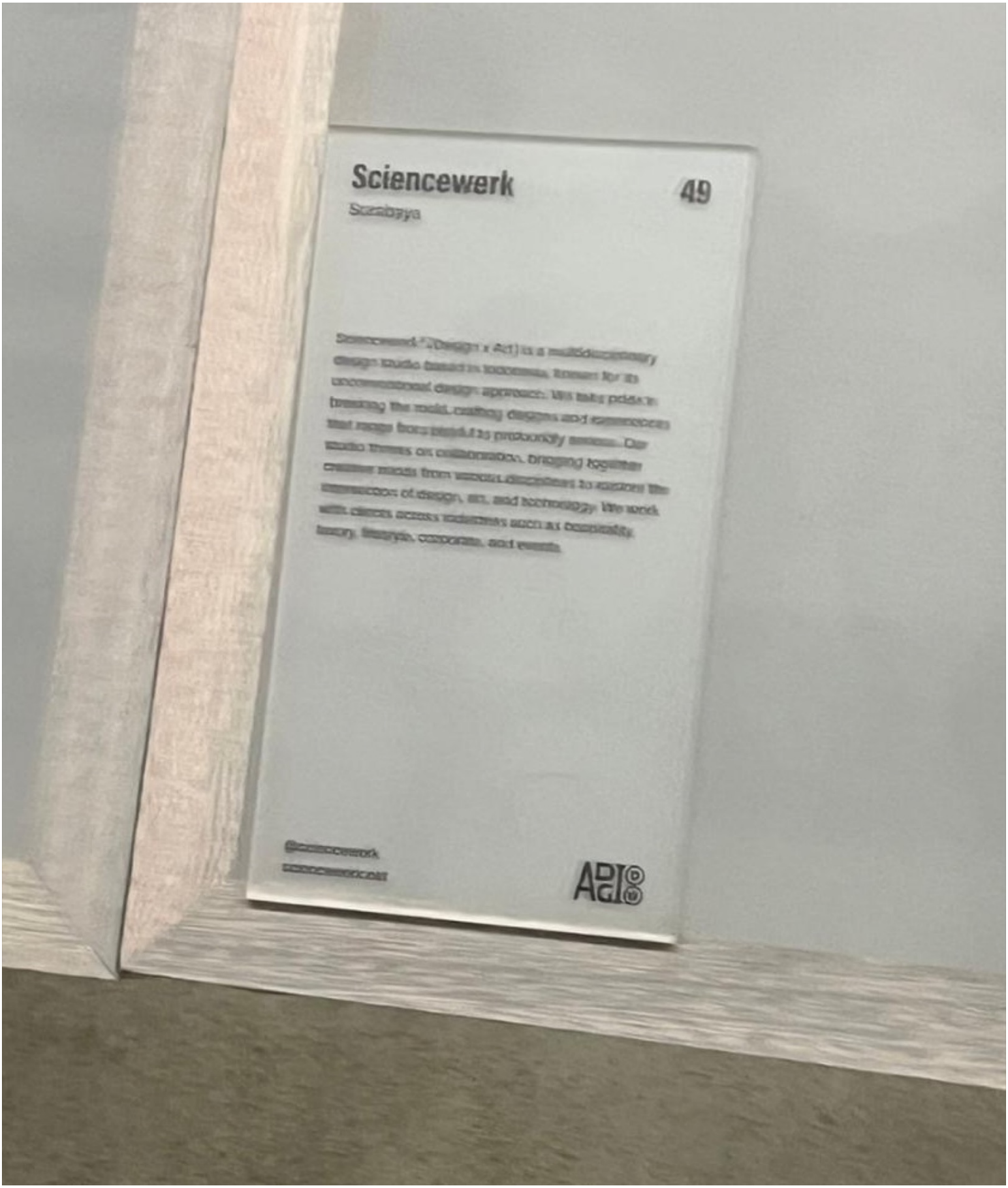
WARGA RESMI

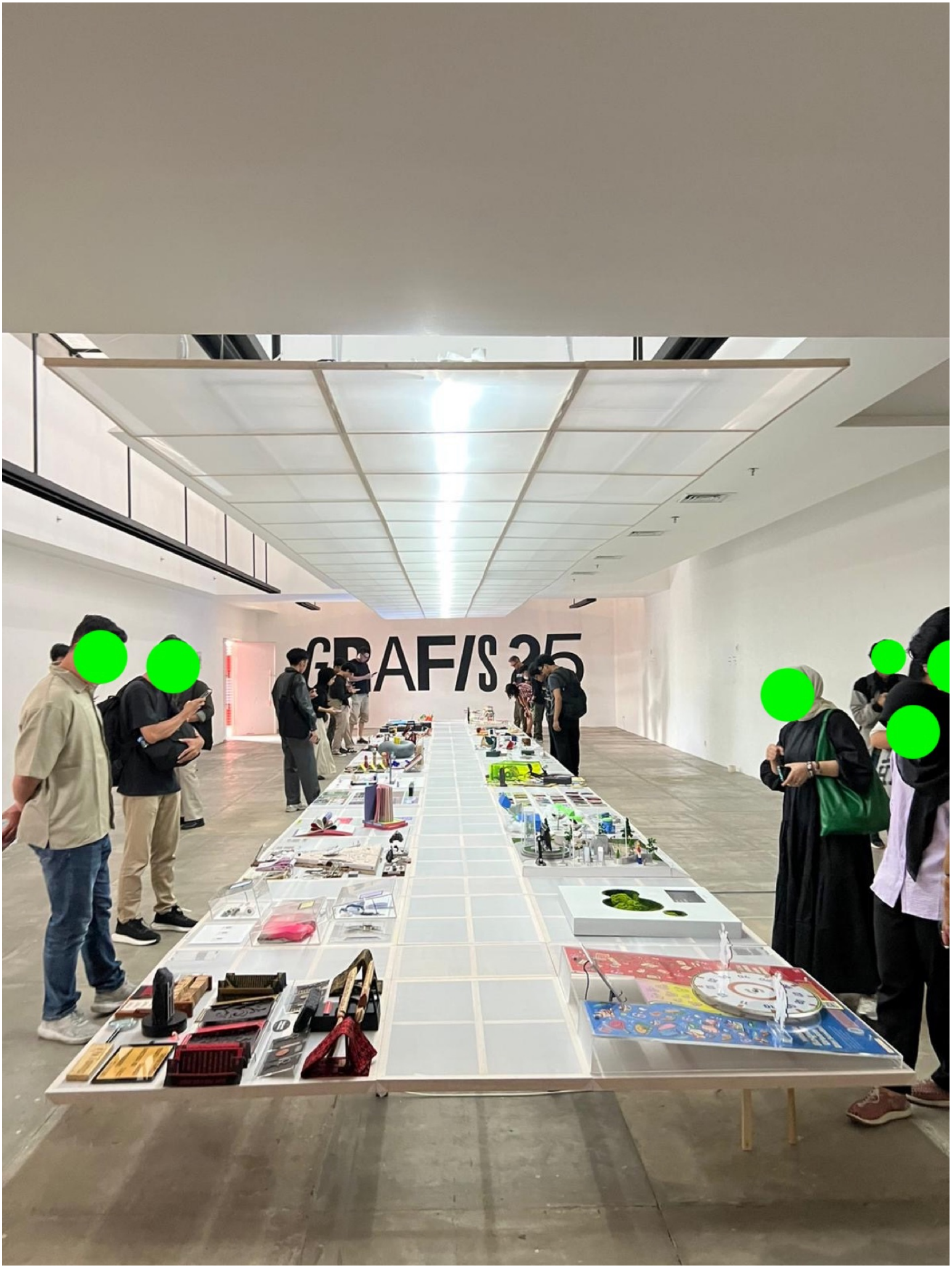

THE LIVING
AT NINE SECTOR
The Living at Nine Sector menampilkan Bintaro sebagai lanskap yang hidup dan adaptif, tempat desain, komunitas, dan kehidupan sehari-hari saling bertemu.
Dengan Booklet Map, lingkungan ini mengambil bentuk fisik; melalui Warga Resmi, penduduknya hadir dan hidup. Bersama wayfinding, penanda, dan jejak desain lainnya, semua elemen ini membentuk cara kita melihat, merasakan, dan mengingat kota.
Bintaro di Tangerang Selatan — Reimagined.
Bintaro Keren Bintaro Aja
RUTE NONGKRONG
Peta Loca
petaloca.co

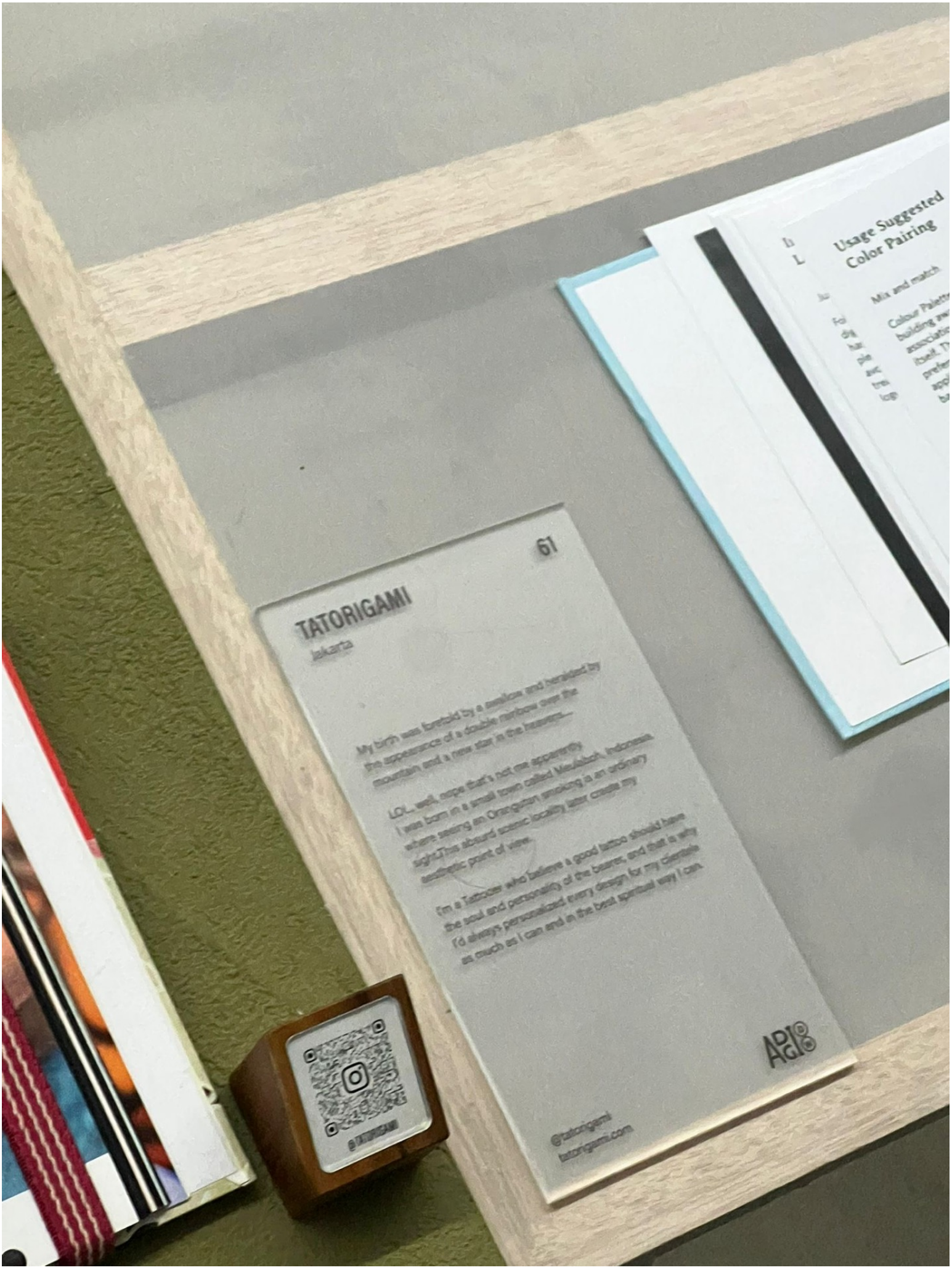

AN ODD, PECULIAR OBJECT MADE MOSTLY OF PAPER

PECEL LELE
Seadanya
PECEL AYAM
TAHU/TEMPE GORENG
NASI UDUK/GORENG
JERUK
KOPI
TEH MANIS
WARTEG
KULINER
Indomie
Ni Instan
Ni garing
HALO

GRAFIS'89
PAMERAN GRAFIS INDONESIA-JEPANG
Grafis '80
GRAFIS'89
PAMERAN GRAFIS INDONESIA-JEPANG
Pameran Grafis '80
KARCIS PARKIR, UANG KERTAS
sampai
KABUNG SEMEN

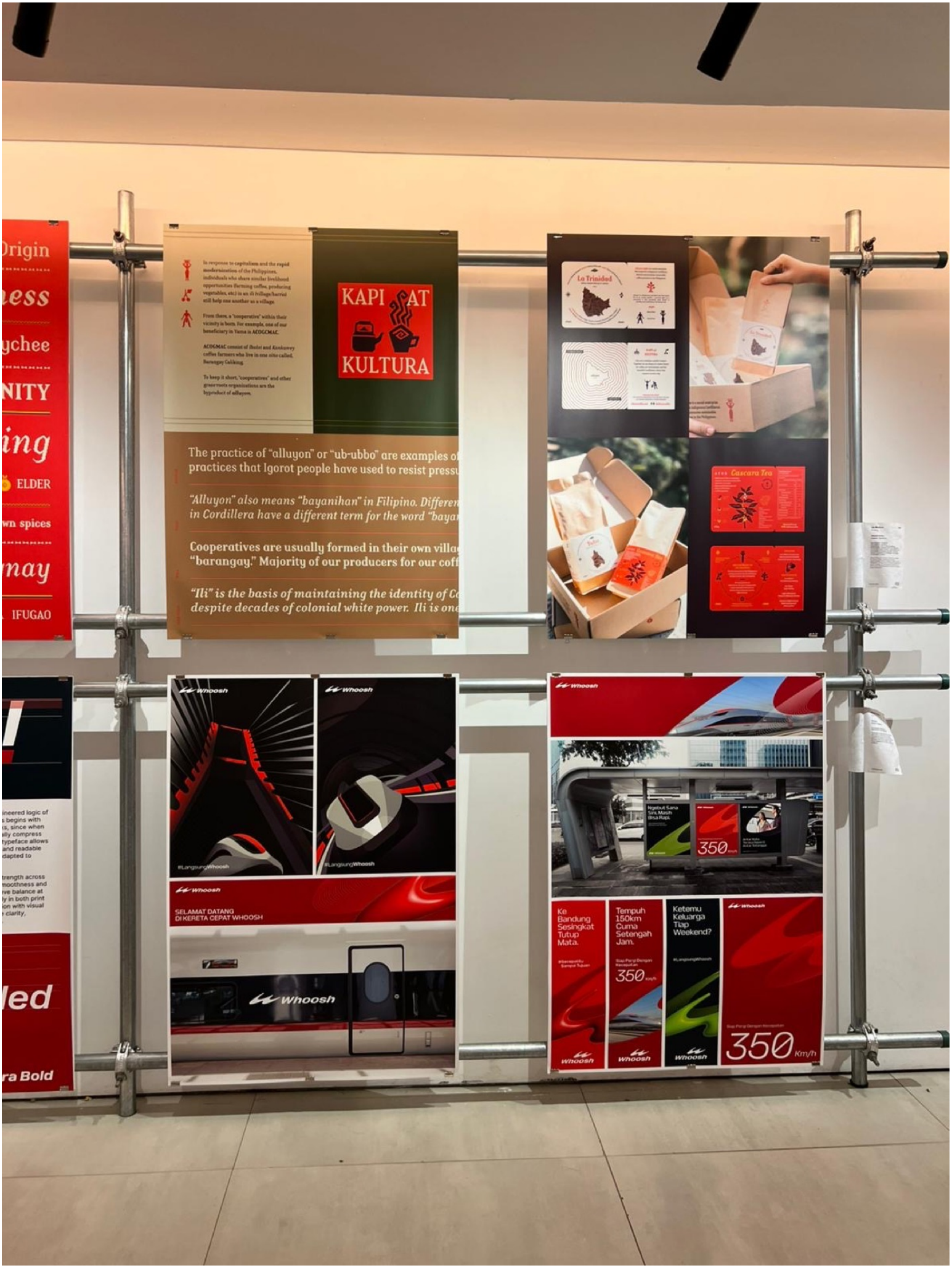

Sciencewerk
49
Surabaya


GRAFIS 25


61
TATORIGAMI
Jakarta
My birth was heralded by a rainbow and heralded by the appearance of a double rainbow over the mountain and a new star in the heaven.
LOL, well, nope that's not me apparently
I was born in a small town called Medaboh, Indonesia, where seeing an Orangutan smoking is an ordinary sightThis absurd scenic locality later create my aesthetic point of view.
I'm a tattooer who believe a good tattoo should have the soul and personality of the bearer, and that is why I'd always personalized every design for my clientele as much as I can and in the best spiritual way I can.
@tatorigami
tatorigami.com
Usage Suggested
Color Pairing
Mix and match

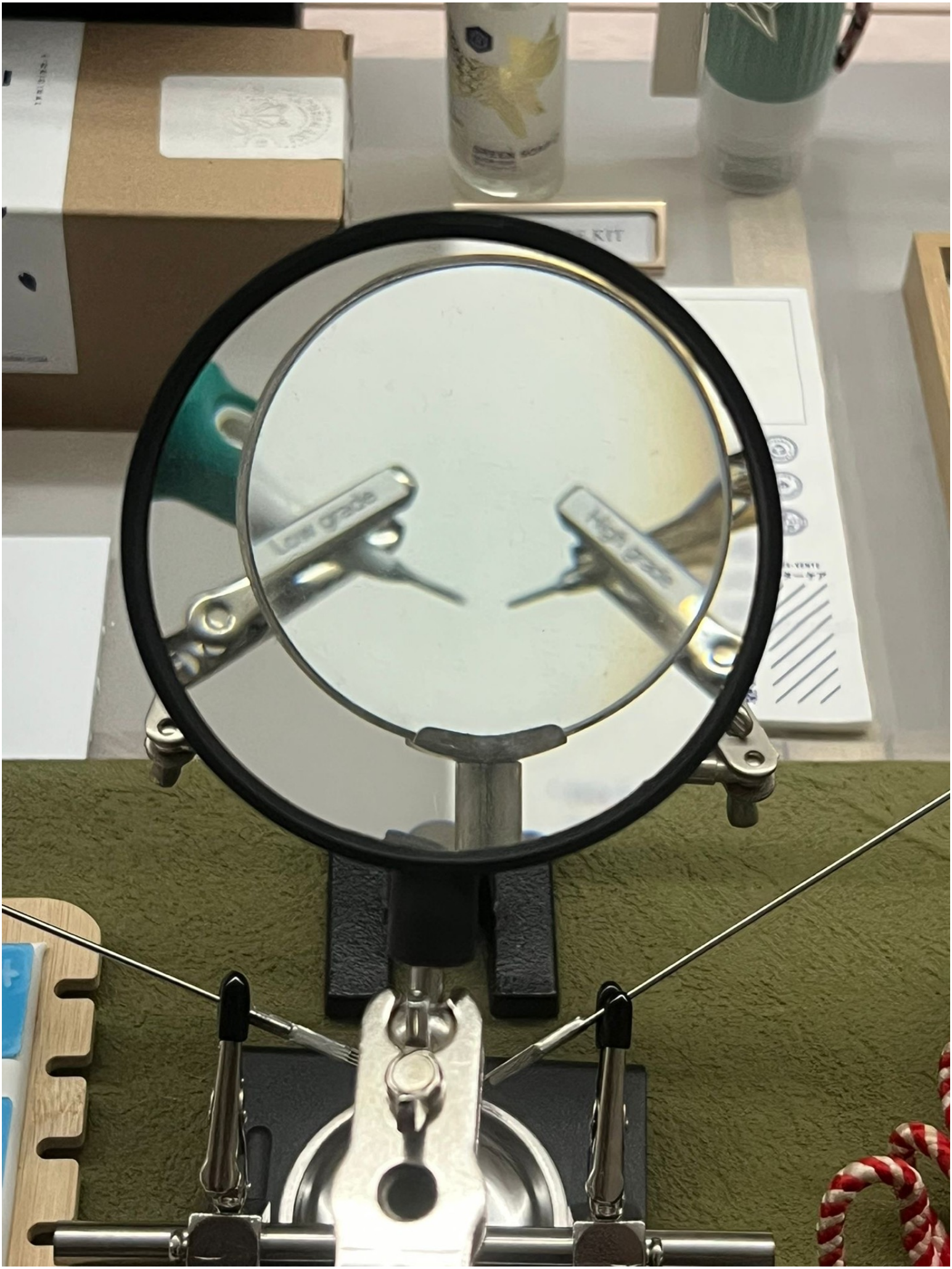
MARKS
TOADE
The Weight of
Two Decades
With 20 years under our belt, the body of work we've amassed is massive. Symbols, in particular, make up
a large chunk of our consciousness. A visual element integral to our practice. Each and every logo we've
created carries the weight of a unique narrative. A unique face. A unique identity. This small, bold,
a complete compilation of all the logos we've designed over the past two decades, carries the combined
weight of every distinct story we have carefully crafted. Each one is a small testament to the power
of symbols. Together, they form not just a record of our work, but a portrait of how we've evolved.

Pelinggih Majapahit
(abad 13–15)
Ruang 24
Keramik Nusantara
Keramik Antik Tiongkok
(abad 13–15)
Ruang 10
Keramik Cina dan Kapal Karam
PAINTING PASS
10.00 — 14.00
POTTERY PASS
13.00 — 17.00
PAINTING PASS
13.00 — 17.00
KOMUNAL PASS
09.00 — 15.00
valid untuk penggunaan rombongan selama 1 hari
valid for 1-day group pass
HARIAN PASS
09.00 — 15.00
valid untuk penggunaan 1 hari
valid for 1-day pass
EXHIBIT PASS
09.00 — 15.00
valid untuk akses pameran selama 1 hari
valid for 1-day exhibition pass
KOLEKTIF PASS
09.00 — 15.00
valid untuk penggunaan rombongan selama 1 hari
valid for 1-day group pass
PURNAMA PASS
09.00 — 20.00
valid untuk penggunaan 1 hari dari pagi hingga malam
valid for 1-day pass from day to night
museum seni rupa & keramik
Akselerasi DKV EKRAF 2
4
Danu Ardhata (@danudamen)
Guided by his dual-identity background and endless curiosity, Danu is a graphic designer and brand strategist exploring where culture, identity, and diversity converge. His work seeks to resonate with meaning within an ever-evolving design landscape.
Mariska Adriani (@mariskaadriani)
A co-founder at Kaya Kolektif with a background in graphic design for digital campaigns, key visuals, and packaging. She is currently on her learning journey in branding, driven by a desire to create deeper, more meaningful design impact.
Muhammad Hafizh (@hafizh.st)
A Graphic Designer at Haloka Creativ who blends cultural essence with innovation. He crafts powerful and thoughtful visuals that celebrate local identity, tell meaningful stories, and elevate every brand with creativity and purpose.
EKRAF
ADGI

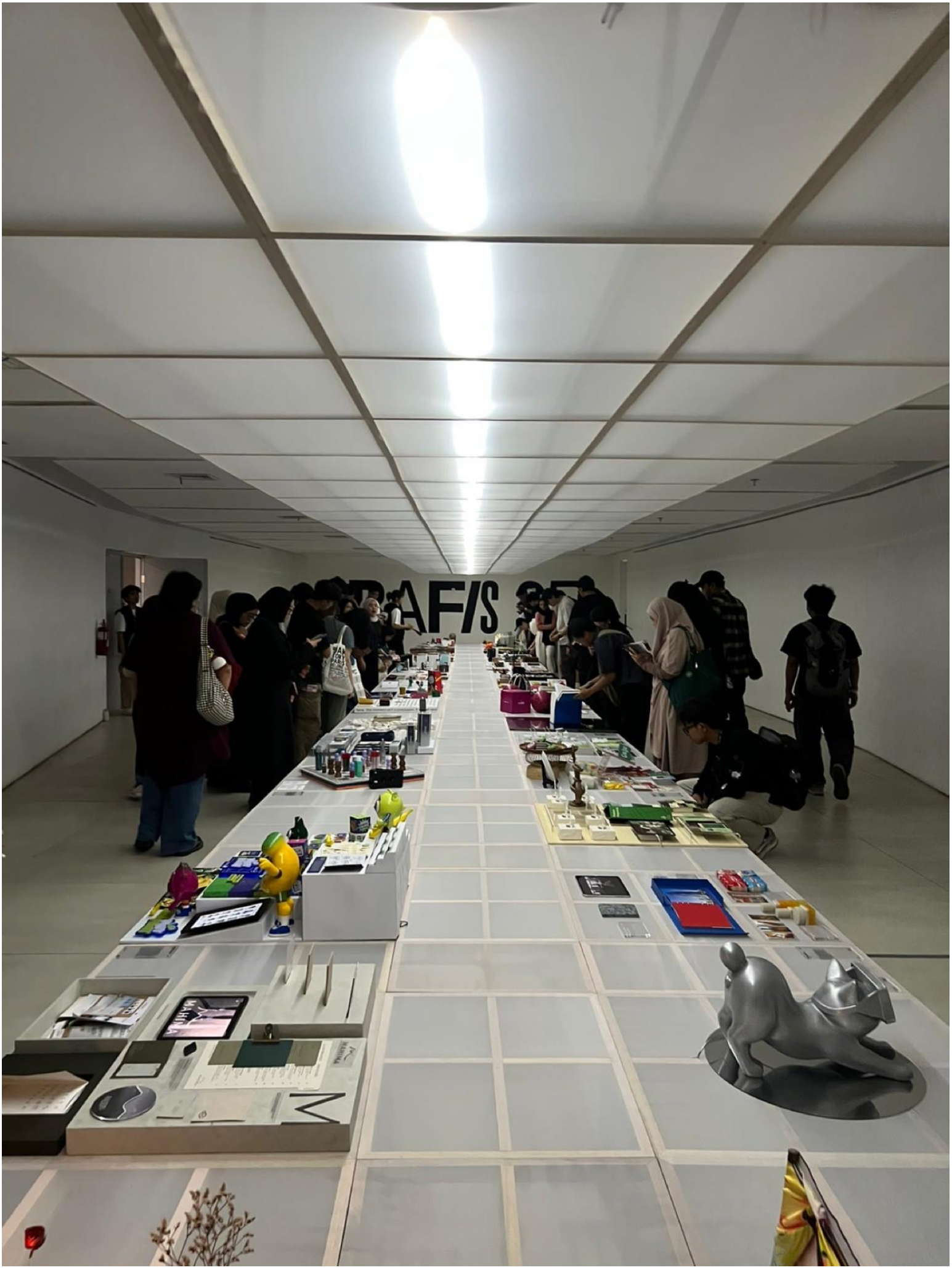

Origin
ness
ychee
NITY
ing
ELDER
wn spices
may
IFUGAO
KAPI AT KULTURA
In response to capitalism and the rapid modernization of the Philippines, individuals who share similar livelihood opportunities (farming coffee, producing vegetables, etc.) in an ili (village/barrio) still help one another as a village.
From there, a "cooperative" within their vicinity is born. For example, one of our beneficiary in Yuma is ACOGCMAC.
ACOGCMAC consist of Ibaloi and Kankanaey coffee farmers who live in one sitio called, Barangay Caliking.
To keep it short, "cooperatives" and other grass-roots organizations are the byproduct of alluyon.
The practice of "alluyon" or "ub-ubbo" are examples of
practices that Igorot people have used to resist pressu
"Alluyon" also means "bayanihan" in Filipino. Differen
in Cordillera have a different term for the word "baya
Cooperatives are usually formed in their own villa
"barangay." Majority of our producers for our coff
"Ili" is the basis of maintaining the identity of C
despite decades of colonial white power. Ili is on
La Trinidad
Cascara Tea
Whoosh
#LangsungWhoosh
SELAMAT DATANG
DI KERETA CEPAT WHOOSH
Ke Bandung Sesingkat Tutup Mata.
Tempuh 150km Cuma Setengah Jam.
Ketemu Keluarga Tiap Weekend?
350 Km/h
ed
ra Bold

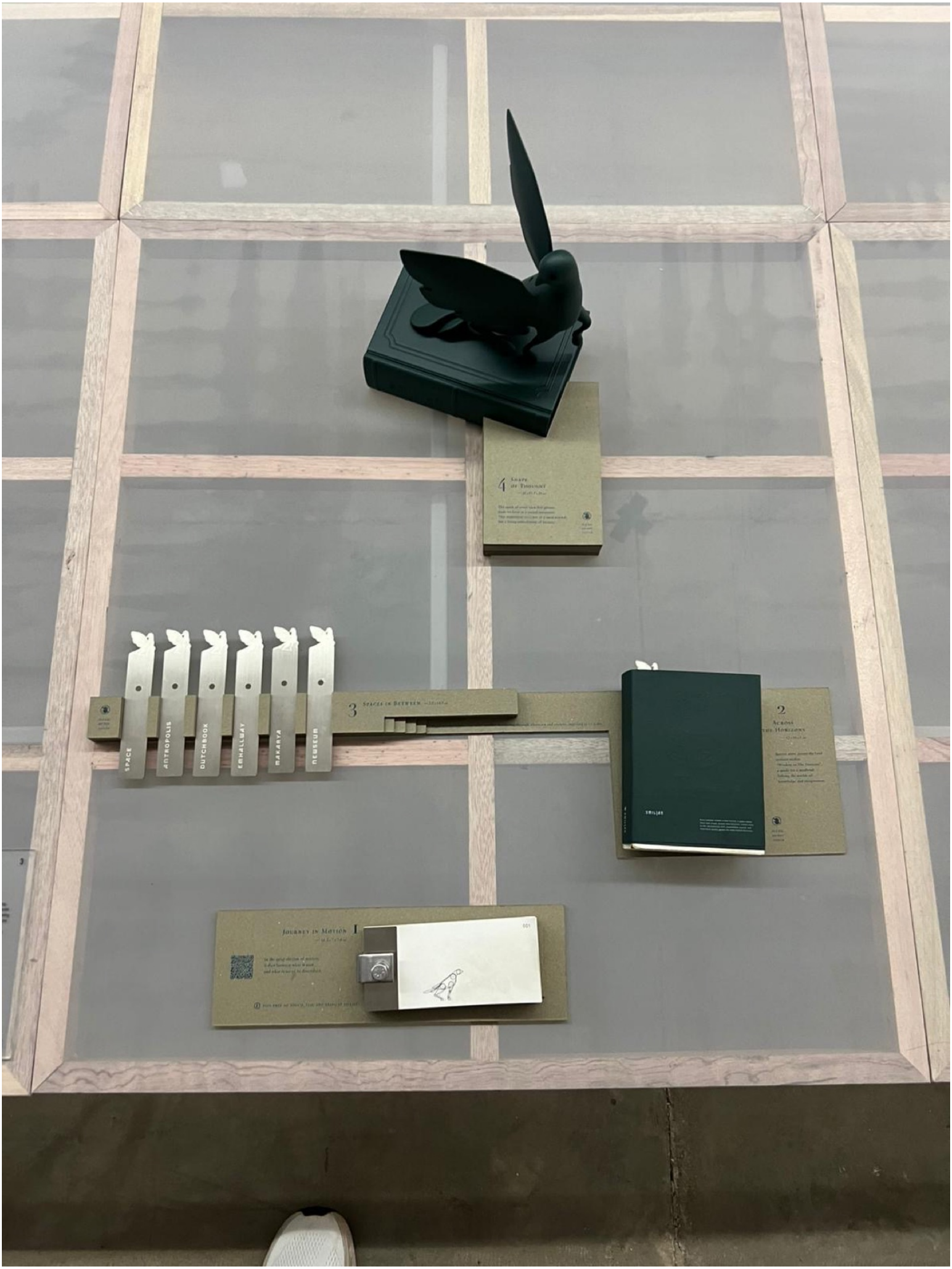
ADGO
WEEK
DESIGN
2025

CITRA
INDONESIA
CITRA
INDONESIA


Low grade
High grade

AN ODD, PECULIAR OBJECT MADE MOSTLY OF PAPER




4
3
SPACE
ANTROPOLIS
DUTCHBOOK
EMHALLWAY
MAKARYA
MUSEUM
2
I

HARMONISASI HARMONIZING
NUSAÉ
HARMONISASI HARMONIZING
NUSAÉ

GRAFIS 25

[youthology]
KLINIK PRATAMA
[youthology]
[G] [L
2 OFFICE, MEETING ROOM
1 CLINIC 1-12, DIALOGUE ROOM 2-3
PHARMACY, LOUNGE
L RECEPTION, MEDICAL SUITE 1
DIALOGUE ROOM 1, CAFE
G PARKING AREA
ASSEMBLY POINT
CLINIC
ENTRANCE
[youthology]
KLINIK PRATAMA
[youthology]
LACTATION ROOM
STAFF ONLY
PHARMACY
DIALOGUE ROOM
YOUTHOLOGY CLINIC
DETS ARCHITECTS
LIMA DUA
ERNEST THEOFILUS

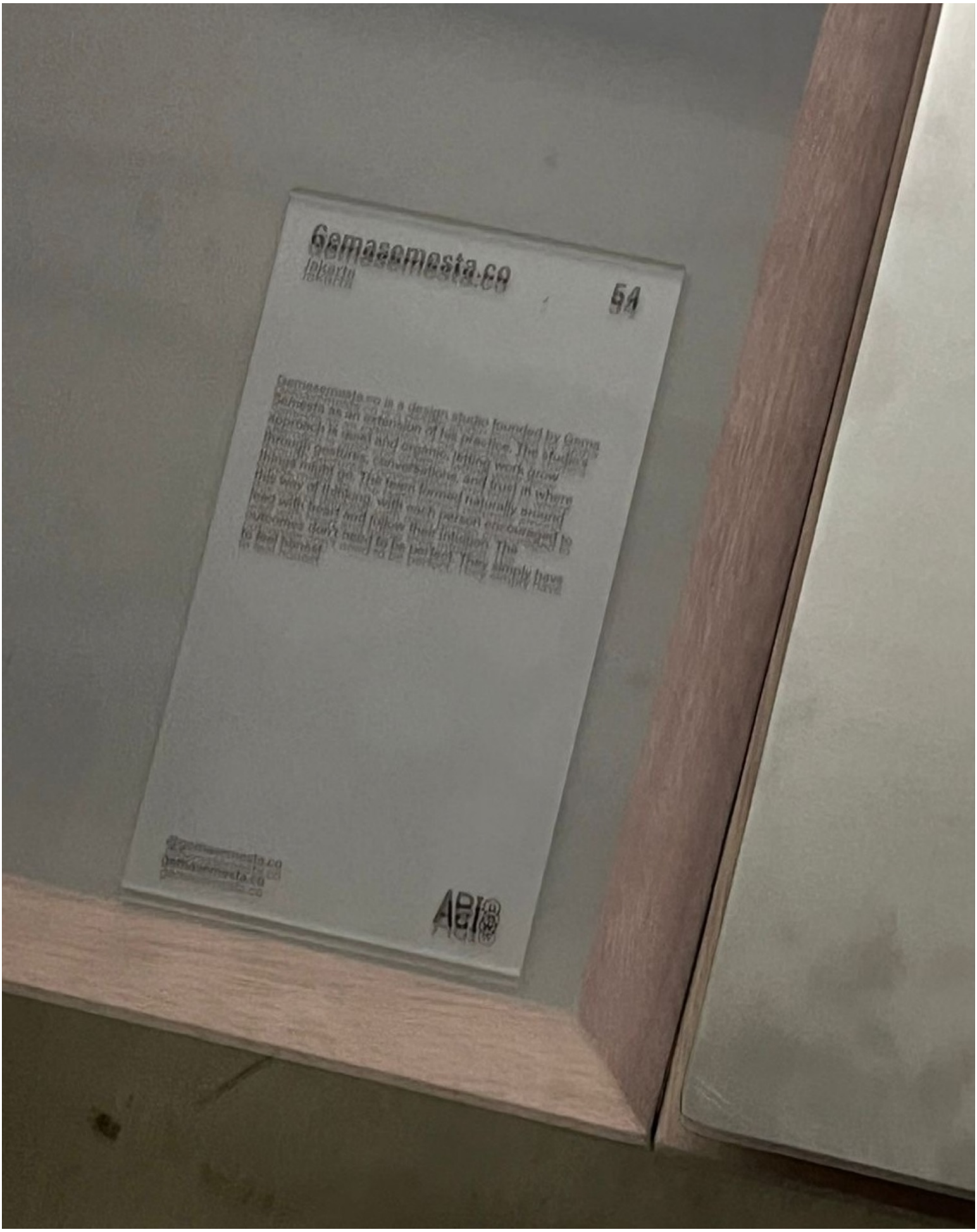
motion
02
Branding
02
Editorial 03
Photoworks

EXHIBITIONS / TALKSHOWS / WORKSHOPS
STUDENT PROGRAMS / AWARDS / POP UP MARKET
WWW.ADGI.OR.ID
@ADGIDESIGNWEEK
ENTRY PASS
Karsa
Mono
Type
Spec-
-imen
A TINY ZINE FOR BIG QUESTIONS
Johannes Obkirch
Indomie
Seadanya
PECEL AYAM

T&T
MONUS PACED CLUB
&
T&T
TYPE & THINGS
Karsa Mono
Karsa Mono
INVASI
KOLEKTIF
INVASI DEALER
GIVE US A CALL!
KOR
KANAL OLAH RASA

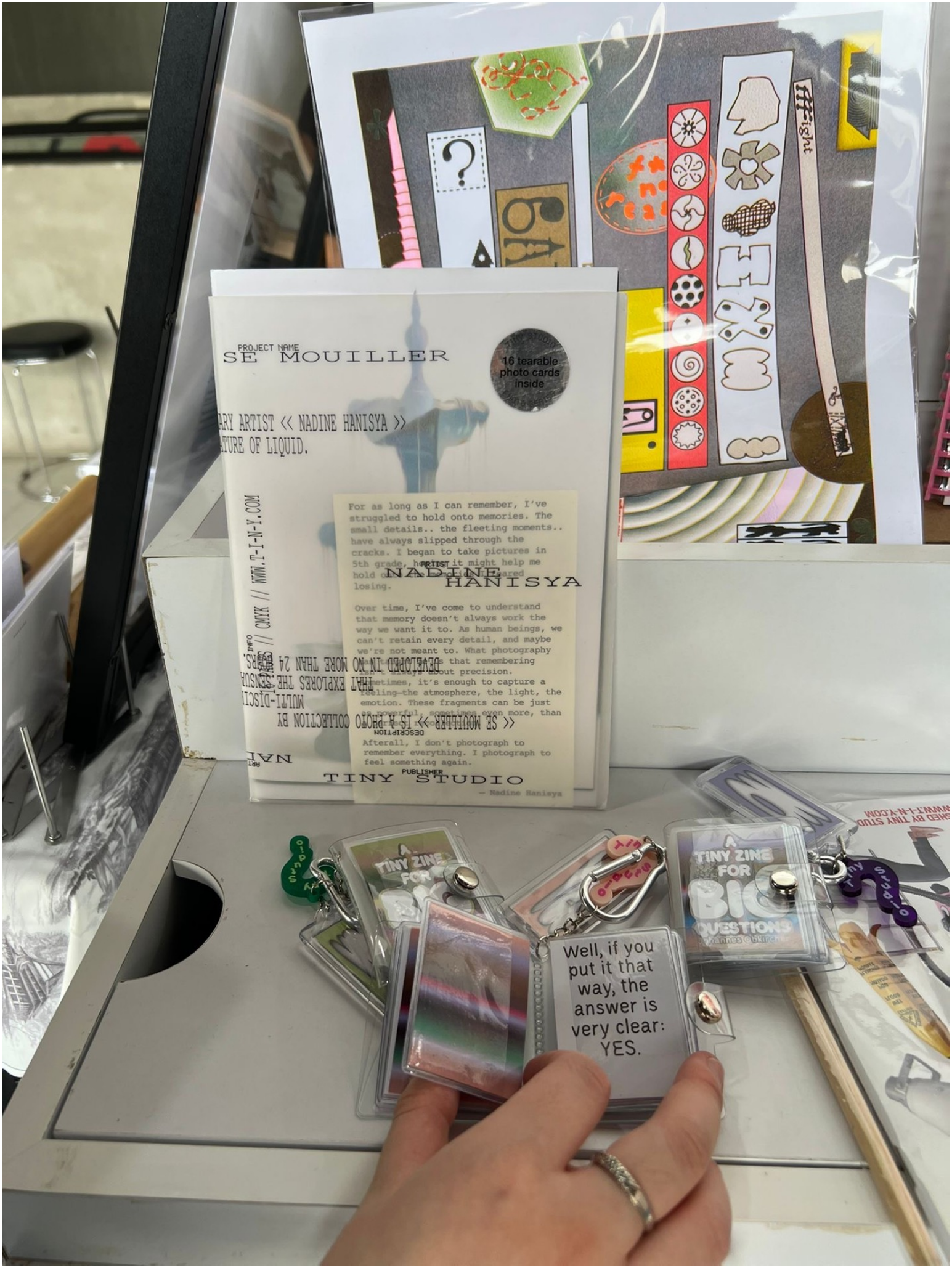
MARKS
T@ADE
®
The Weight of
Two Decades
With 20 years under our belt, the body of work we've amassed is massive. Symbols, in particular, make up
a large chunk of our consciousness. A visual element integral to our practice. Each and every logo we've
created carries the weight of a unique narrative. A unique face. A unique identity. This small book,
a complete compilation of all the logos we've designed over the past two decades, carries the combined
weight of every distinct story we have carefully crafted. Each one is a small testament to the power
of symbols. Together, they form not just a record of our work, but a portrait of how we've evolved.

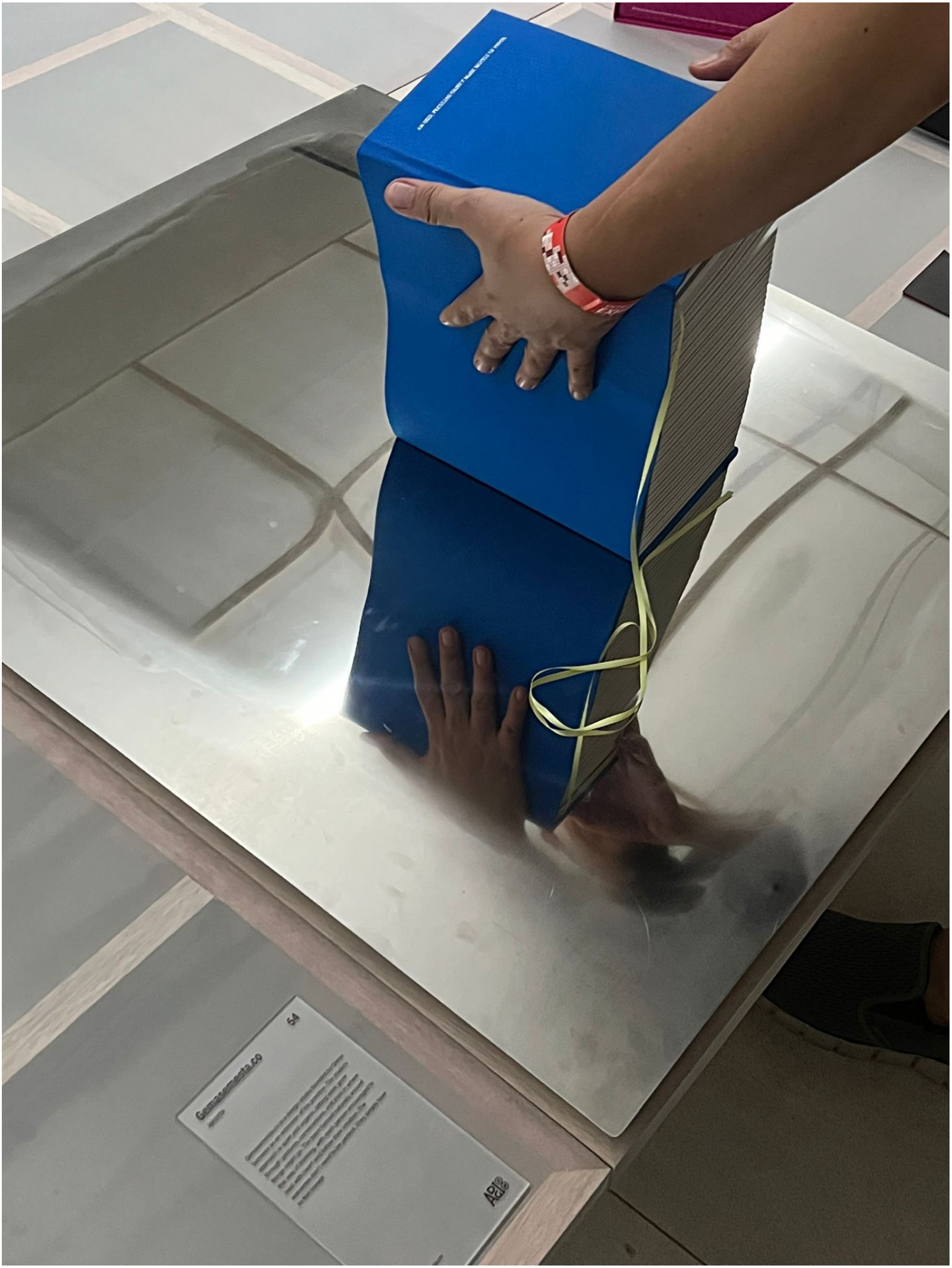
MUSEUM EXHIBITION
Museum Sejarah Jakarta
Museum Sejarah Jakarta
EKRAF STAFF
Museum Sejarah Jakarta
Warna Jakarta
1A04
1A07
1A10
Axis of Justice
Museum Sejarah Jakarta
Sejarah Jakarta Milik Kita
Patung Singa
Dutch Lion
Museum Sejarah Jakarta
Refleksi Keadilan di Hari Kemerdekaan
Dari keadilan menuju kebenaran.
Simbolisasi Keadilan
SILAHKAN TULIS!
Kotak Suara Keadilan
Axis of Justice
Ekualitas
Ekuitas
Emosional
Rasional
Keadilan
Individual
Kolektif
Rebranding Logo
Museum Sejarah Jakarta
Museum Sejarah Jakarta


Gemasemesta.co
54

PVC Waste
Shredded Waste
NATABATA II
Prefabricating Bricks Architecture

CITRA INDONESIA
INDONESIAN ETHNIC
for Modern Interior


PROJECT NAME
SE MOUILLER
16 tearable photo cards inside
RY ARTIST << NADINE HANISYA >>
TURE OF LIQUID.
For as long as I can remember, I've struggled to hold onto memories. The small details.. the fleeting moments.. have always slipped through the cracks. I began to take pictures in 5th grade, hoping it might help me hold on losing.
ARTIST
NADINE HANISYA
Over time, I've come to understand that memory doesn't always work the way we want it to. As human beings, we can't retain every detail, and maybe we're not meant to. What photography teaches is that remembering doesn't have to be about precision. Sometimes, it's enough to capture a feeling—the atmosphere, the light, the emotion. These fragments can be just as powerful, sometimes even more, than
Afterall, I don't photograph to remember everything. I photograph to feel something again.
PUBLISHER
TINY STUDIO
— Nadine Hanisya
A TINY ZINE FOR BIG QUESTIONS
Well, if you put it that way, the answer is very clear: YES.



GANG LEGI
Buku
Konsep

Grafis'80
SEOINDU
USEUM

- THE TYPE CONSTRUCTION WHEEL - WACANA TYPE/FOUNDRY
- THE TYPE CONSTRUCTION WHEEL - WACANA TYPE/FOUNDRY
DECORATIVE
FEATURES UNIQUE SHAPES BEYOND READABILITY.
SERIF
USES FINE EXTENSIONS AT THE ENDS OF STROKES.
ROTATE THIS STICK
SLAB SERIF
HAS THICK, BLOCK-SHAPED STROKE ENDINGS.
SANS SERIF
BUILT WITH CLEAN STROKES AND NO SERIF ENDINGS.

UNRENDERED
About
53
Pitstud
Making
UNRENDERED
Merchandise / Button Pin
SCAN HERE
For our exhibition details
and merchandise gallery

TYPE
TYPE FOUNDRY, STUDIOS, & DESIGNERS
Tekio Type
Thinking*Room Inc
Tokotype
Wacana Type/Foundry
II'Brand Consultant
TYPE FOUNDRY, STUDIOS, & DESIGNERS
Holdon Type
HRFTYPE Malaysia
Jo Malinis Philippines
Kiwari Kolektiv
Mark De Winne Singapore
Tegamitype
TYPE FOUNDRY, STUDIOS, &
3.4.7 Homeb
Aditya Bayu P
Bagerich
Balibilly
Cadson Den
Degarism
Graphic Portfolio
Google Noto
Arema FC
Blacksand
Mercedez-Benz
Singha Water
Modena

Inktrap
BDG
Qbt
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
#ForYourPuppet
Koleksi Museum Wayang
Proposed Logo
Museum Wayang
Puti Yusfid
Pemandu Museum
Puti Yusfid
Kurator
Museum Wayang

DARE TO WIN

OUTSKIRTS
TEMPO
OUTSKIRTS
THERMAL PRO
TYPEFACE
BY RIPCONE→
Do not touch

POLA COMPOUND SPACE

Pola Compound Space is a portfolio showcase by Pola Circa, presenting our design projects through a spatial narrative. Each work carries its own brand story and visual treatment, expressed through varied materials and mediums, forming a compound of diverse identities within one design language.

- Kedai Manjurr!
- Signatures Fest
- Sociohaus
- Toko Kopi Abah
- Ideal Dentist
- Kober Mie

This showcase also reflects how we see our role beyond the first delivery: ***a brand's journey truly begins the moment it's born.***

We aim to continue supporting its steps, activation and campaigns, allowing brands to connect and open new opportunities for collaboration within th same ecosystem.

CITRA
INDONESIA
CITRA
INDONESIA

Karsa
Mono
Type
Spec-
-imen
0123
56789

Location

1. Terminal Arjorasi
2. Stasiun Kota Baru
3. Balaikota
4. Pasar Splendid
5. Kayutangan Heritage
6. Pasar Besar Malang

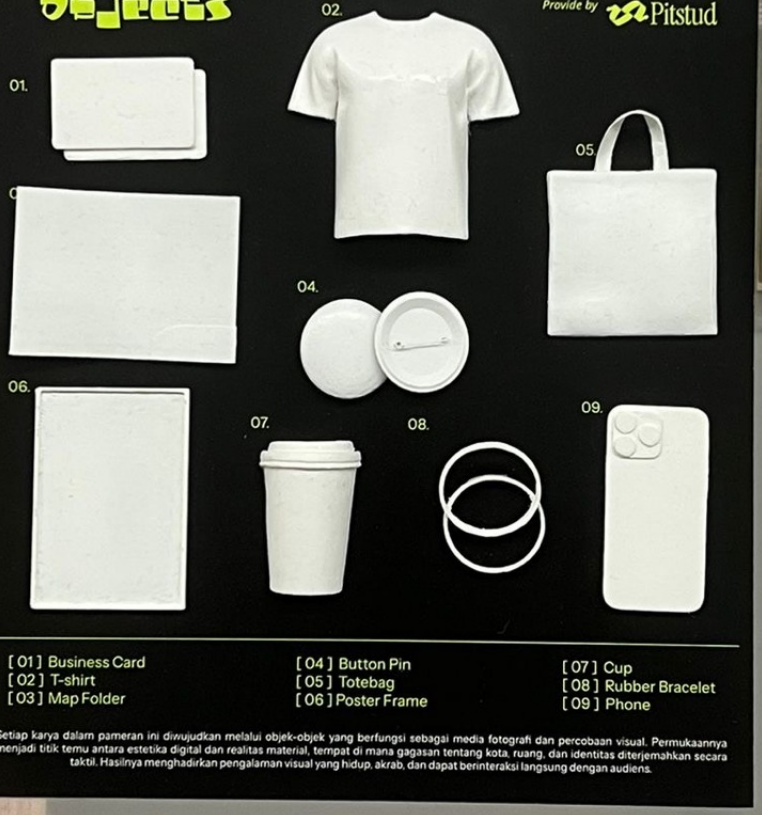
The Mockup Design Experiment

↗ Please do not touch the installation above

↘ Mockup Objects

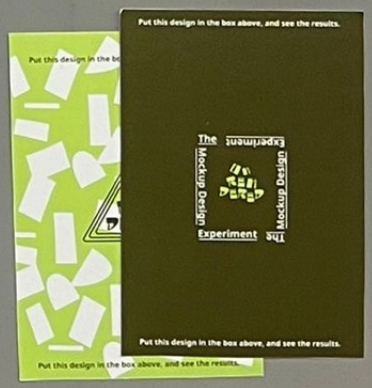
UnRENDERED

Provide by Pitstud

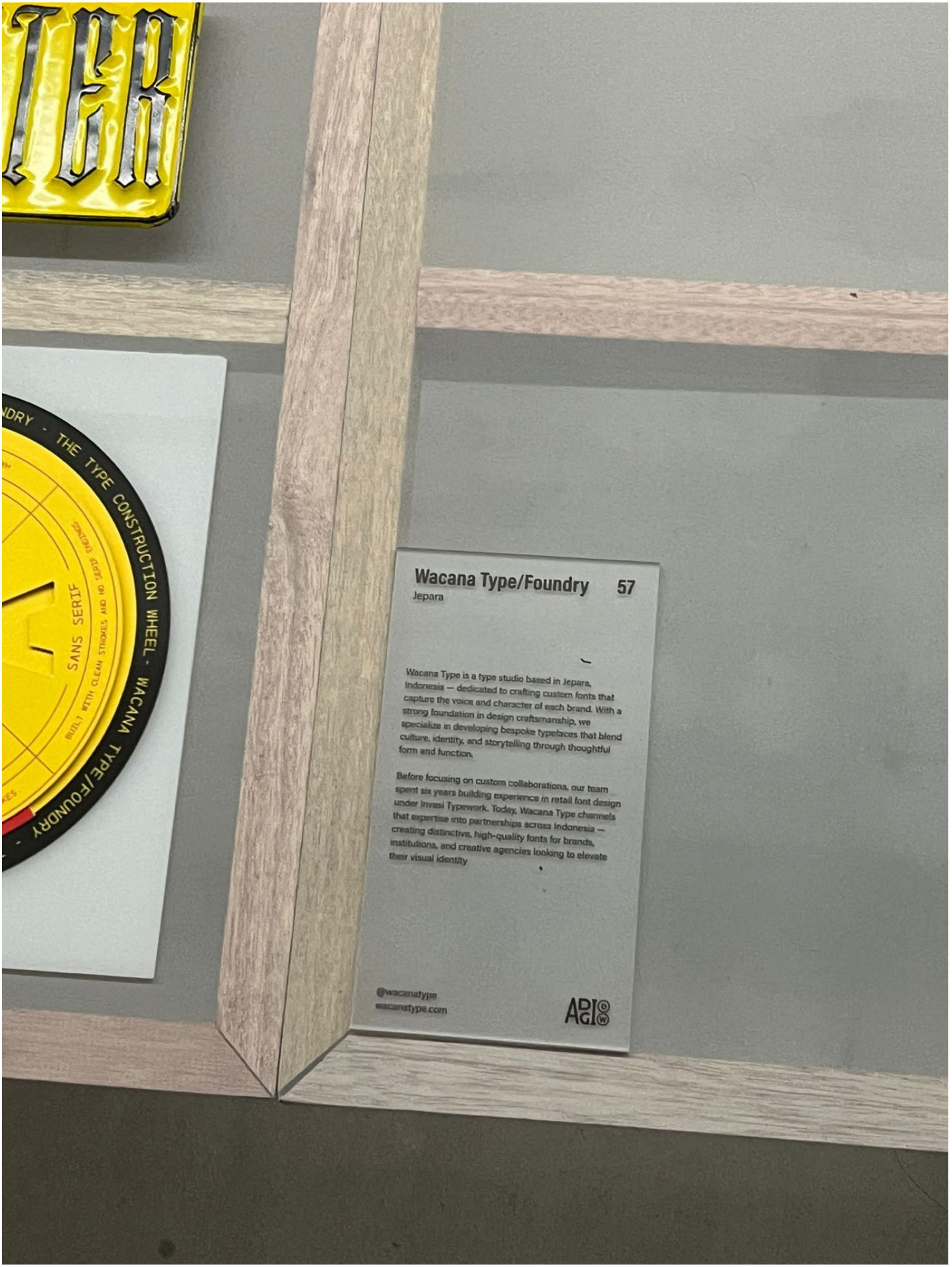


[01] Business Card
[02] T-shirt
[03] Map Folder
[04] Button Pin
[05] Totebag
[06] Poster Frame
[07] Cup
[08] Rubber Bracelet
[09] Phone

Setiap karya dalam pameran ini diwujudkan melalui objek-objek yang berfungsi sebagai media fotografi dan percobaan visual. Permukaannya menjadi titik temu antara estetika digital dan realitas material, tempat di mana gagasan tentang kota, ruang, dan identitas diterjemahkan secara taktil. Hasilnya menghadirkan pengalaman visual yang hidup, akrab, dan dapat berinteraksi langsung dengan audiens.



↗ Please do not touch the installation above


ITER
NDRY - THE TYPE CONSTRUCTION WHEEL - WACANA TYPE/FOUNDRY -
SANS SERIF
Wacana Type/Foundry 57
Jepara
Wacana Type is a type studio based in Jepara, Indonesia — dedicated to crafting custom fonts that capture the voice and character of each brand. With a strong foundation in design craftsmanship, we specialize in developing bespoke typefaces that blend culture, identity, and storytelling through thoughtful form and function.
Before focusing on custom collaborations, our team spent six years building experience in retail font design under Invasi Typework. Today, Wacana Type channels that expertise into partnerships across Indonesia — creating distinctive, high-quality fonts for brands, institutions, and creative agencies looking to elevate their visual identity
@wacanatype
wacanaType.com
ADIGDW

PIALA CITRA
FILM INDONESIA
Merandai Cakrawala Sinema Indonesia
Menilik Film Horor Kita Hari Ini
USMAR ISMAIL
JAZZ GUNUNG
09 AUGUST 2025
JAZZ GUNUNG
BROMO
18 - 19 JULY 2025
JAZZ SERIES 2025
GUNUNG
JAKARTA COFFEE WEEK 2024
COFFEE TALK
SPONSOR
COMPETITOR
TENANT

MAHIMA
ALL DAY BREAKFAST
MAIN COURSE
COFFEE & TEA
MAHIMA
MAHIMA
THE VISUAL COLLECTION OF MAHIMA

SatuCollective.
SatuCollective.
MORE • TENSION • MORE • TENSION • MORE • TENSION • MORE • TENSION
SatuCollective
BEST QUALITY
CHECK OUT THE ADGE STORE FOR OUR ARTPRINTS
Feel free to browse, touch, and take one home.

BOLLEN
ANEKA
BROWNIES
PANGGANG
BOLU
GULUNG
THE BLUEPRINT
ANEKA
BOLU
19
20
Tjimaroeng

Kancata

3.4.7
P
FF.T
C
This is not
Made in China

Twelve
Eleven
One
Ten
Two
Three
Eight
Four
Seven
Six
Time
Alive
WORK NOT TO ALIVE!
Kerning Your Time Between Work And Rest
High Grid, Low Chaos.
SO MANY LAYERS.
SO MANY TABS.
SO LITTLE FOCUS.
case OR chaos
TOKO BEERSAMA
DRAFT DIARIES
GRAPHIC
DEPARTEMENT
Measurement
GMD+R
FINISH YOUR COFFEE BEFORE YOU START ANOTHER PROJECT.
"REVISIONING"
TOKO BEERSAMA
This publication captures the core of the project, a record of the ideas, experiments, and reflections that shaped it. It stands as both the essence and the catalogue of our explorations.
For reading on-site
Handle with care
TOKO BEERSAMA
T-SHIRT
For the moments when silence means focus. This t-shirt marks the in-between, the time between your first draft and someone else's opinion. A quiet statement for designers who'd rather finish than explain. Worn best between drafts, during rendering, or while pretending to take feedback you haven't opened yet.
FEEDBACK?
Later

Grafis'80
Pameran ini diselenggarakan atas kerjasama Lingkar Mitra Budaya Jakarta
GRAFIS'89
PAMERAN GRAFIS INDONESIA-JEPANG
Diselenggarakan oleh: Ikatan Perancang Grafis Indonesia (IPGI) atas bantuan dan kerjasama dengan Japan Graphic Designers Association (JAGDA), Japan Foundation
Grafis'80
GRAFIS'89
PAMERAN GRAFIS INDONESIA-JEPANG
Pameran Grafis '80
KARCIS PARKIR, UANG KERTAS
sampai
KARUNG SEMEN

REGULAR 5 STYLE
ULTRA CONDENSED
Prana·VF
5 Style WCT·25

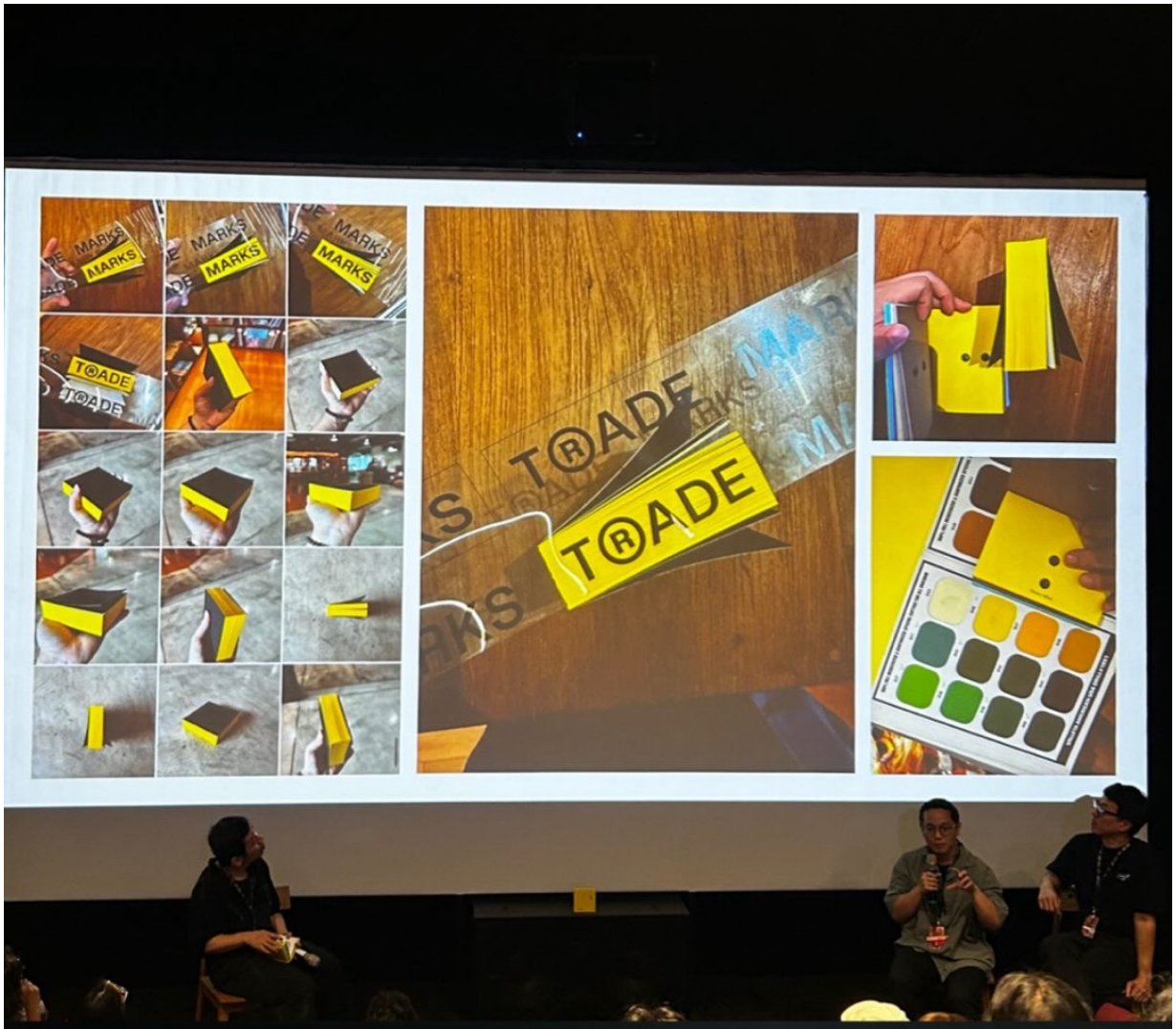
Alternatif
CISARUA CREATIVE
Sundanese Potluck
BOTRAN
FORCED TO
FIGHT OR EXTINCT!
CISARUA CREATIVE
2020
REPEAT
CISARUA CREATIVE
63

BIKE TO WIN

Our works grow from a way of thinking that is far from one way—wild, free, and open to endless possibilities. For us, creativity is a shared space without limits, where everyone brings their own perspective, story, and imagination to the table. The mix of materials and scales reflects the many ways we see, feel, and make things together. It is a celebration of a process

that keeps moving, growing, and connecting us.

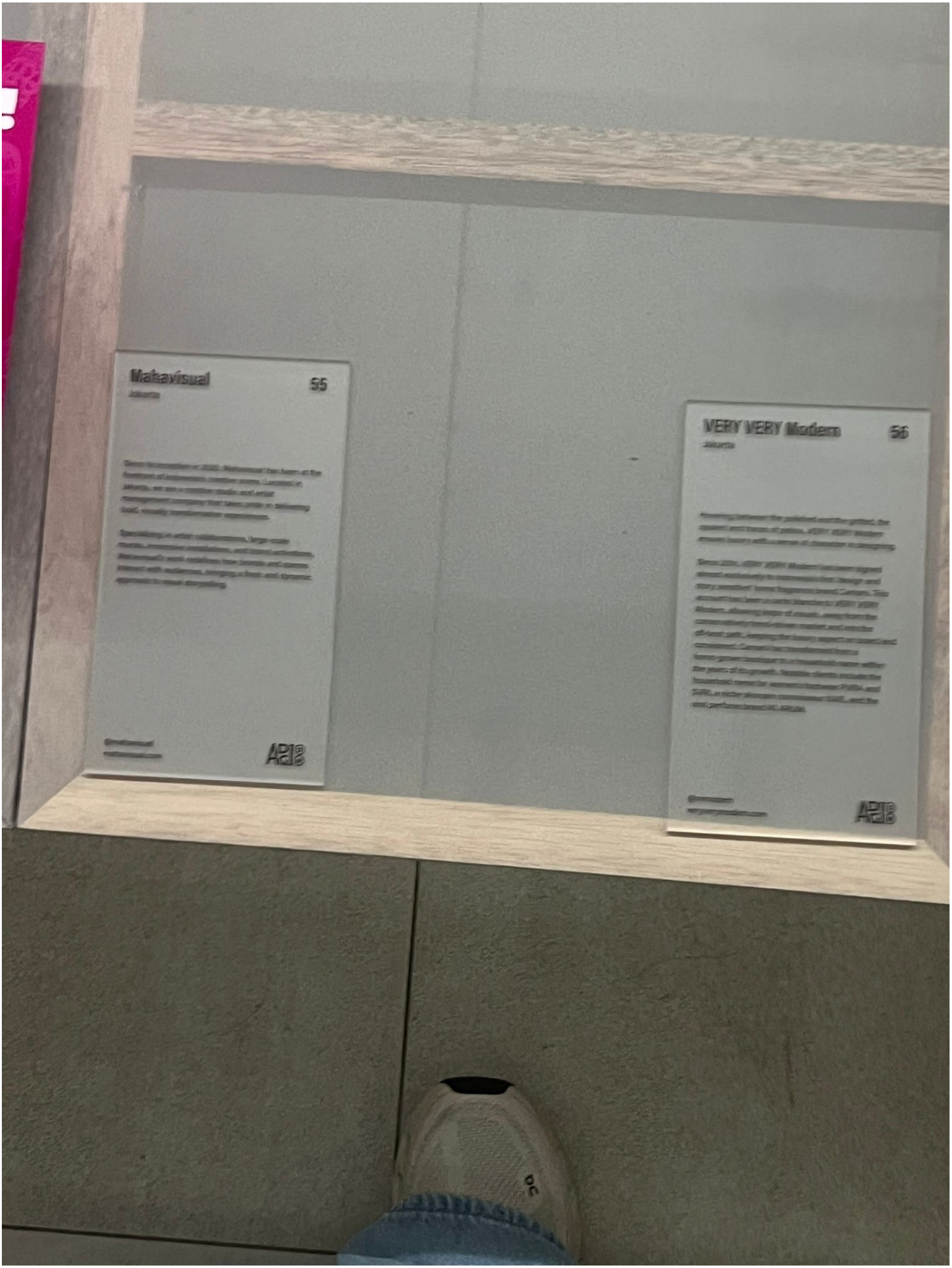
It is the spirit of making things happen by doing; learning from each other; working on what we care about, and experimenting with freedom. That is how ideas take root, how collaboration comes alive, and how creativity keeps



THE BOOK IS NOW AVAILABLE FOR PURCHASE! 📚
@THINKINGROOMINC @ADGIDESIGNWEEK

MIRROR MIRROR ON THE FLOOR, WHO'S THE CRAZIEST OF THEM ALL?
D&AD
Awards

Yakult
RASA MANGGA
Yakult
Minuman Keluarga Sehat
Setiap Hari
Generasi
Generasi
HALAL
Yakult
LIGHT
Less Sugar Diperkaya Vitamin D & E*
Minuman Keluarga Sehat
Setiap Hari
Generasi
Generasi
HALAL
YAKULT
A refreshing evolution for a timeless classic. We reimagined Yakult's packaging for Indonesia. Starting from the beloved Original and Light variants to limited edition-thematic series celebrating Ramadhan, Indonesia's Independence Day and long-awaited new Mango Flavour, marking Yakult's new flavor in Indonesia beyond it's classic range. The redesign introduces a more contemporary visual system while preserving Yakult's iconic identity


Mahavisual
55
VERY VERY Modern
56

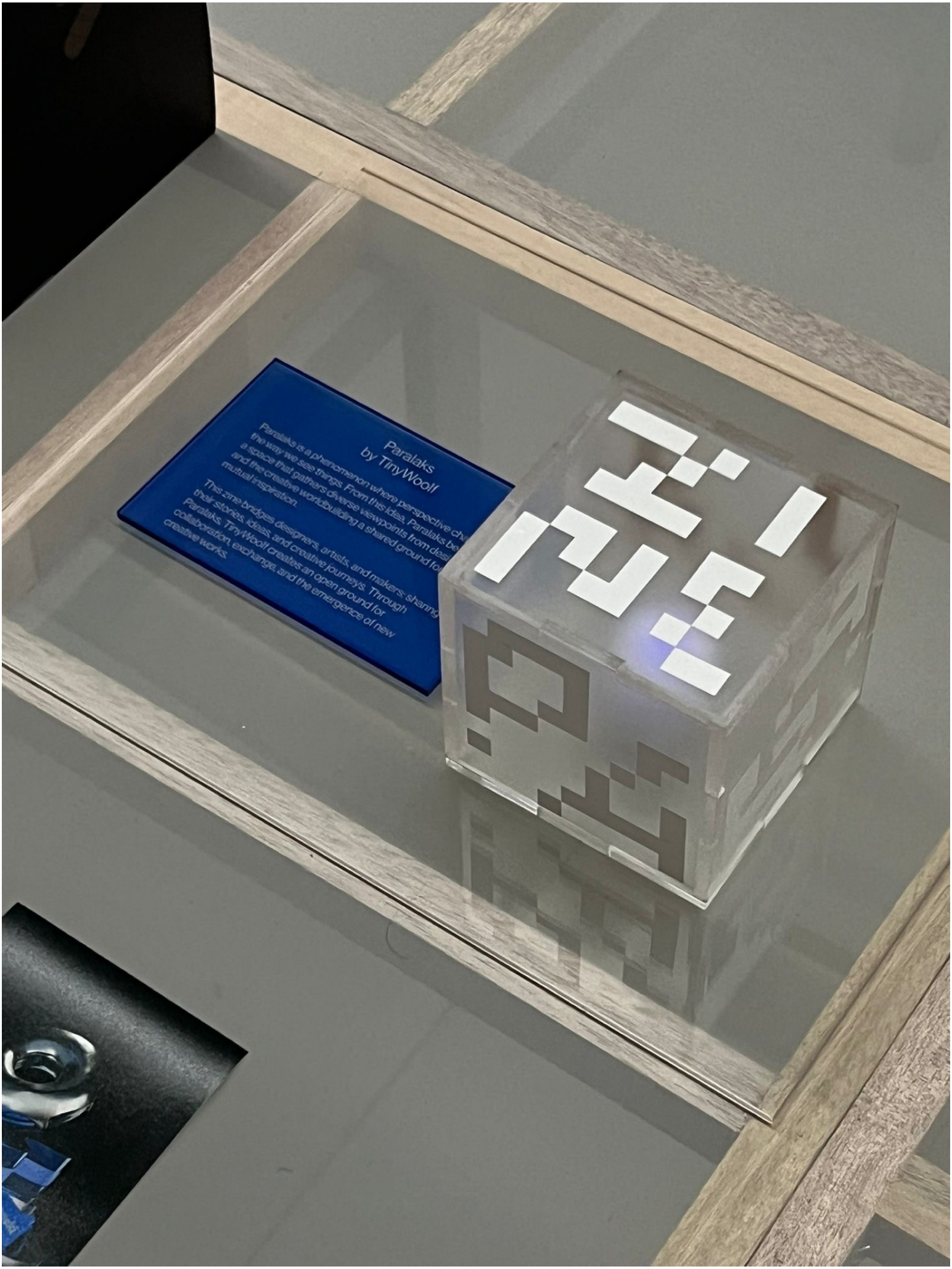
LIFT TO EXPLORE

In its own way
the process reflects
the creativity and
craftsmanship
behind our works.

Mindful
Authentic
Intentional
Connected
Feel free to explore
Feel free to explore

Brand Guidelines

Feel free to explore


Paralaks
by TinyWoolf
Paralaks is a phenomenon where perspective ch
the way we see things. From this idea, Paralaks be
a space that gathers diverse viewpoints from dea
and the creative workbuilding a shared ground fo
mutual inspiration.
This zine bridges designers, artists, and makers, sharing
their stories, ideas, and creative journeys. Through
Paralaks, TinyWoolf creates an open ground for
collaboration, exchange, and the emergence of new
creative works.

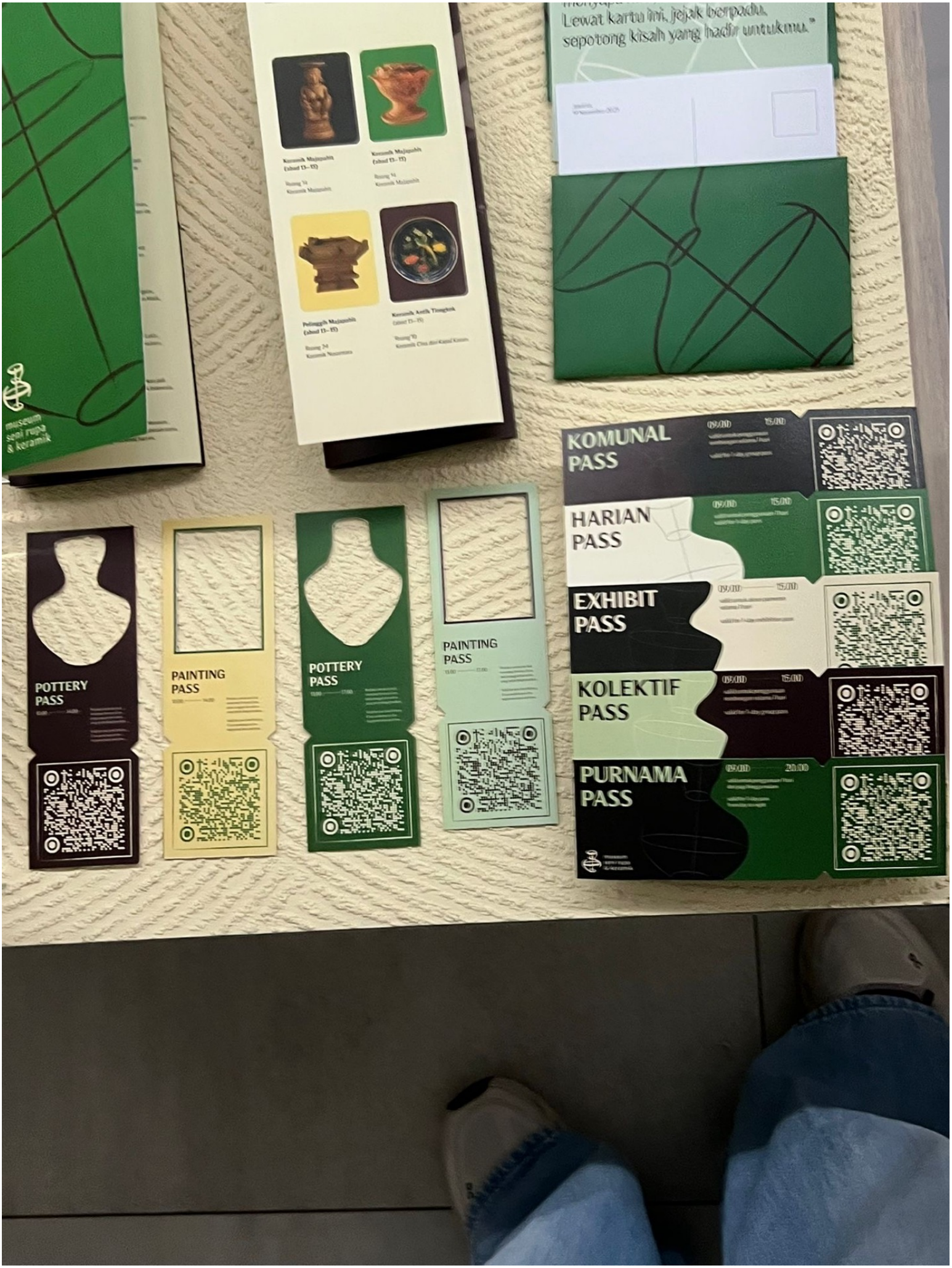
PARAGONCORP
SYNESTESIA
syn·es·the·sia
A phenomenon in which one sense
is simultaneously perceived as if
by one or more additional senses.

Platform 6·551
16:04 Jepara
17:39 Solo
18:25 Semarang
19:58 Surabaya
WACANA TYPE
Thin
Light
Regular
Bold
Black
Prana
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
aabcdefgghiij
klmnopqrstuvw
xyyz0123@&©$¥
Gate A
3

IT'S
WHAT
YOU
FLIP IT AND SHUFFLE IT.
THE STACK CAN HANDLE A
FLIP & SHUFFLE
FLIP & SHUFFLE
indonesia
EDITORIAL
SIMPUL

MAKANAN ROH HALUS
CISARVA CREATIVE
MBG
Mukbang Bergizi Gratis

The Sparrow
Standing
Walking
Leaning
2 Stack
3 Stack
Sit
Zapped
Gentlemen
Ladies
Several main style explorations are intended for use as signage and wayfinding within residential areas.
These two characters together represent a narrative that personifies the everyday activities of the people living in the community.
As you wander far and wide,
find a space where thoughts reside.
We are like city dwelling birds, constantly in motion, navigating the hustle of urban life, yet instinctively searching for a quiet perch, a place to rest, clear our minds, and drift into a gentle sense of ease.
abc flats
ABC Flats is a compact co-housing space in the dense Cilandak area, making use of a small plot to create a three story building with eleven fully equipped rooms and shared facilities such as a rooftop pantry and a communal terrace that support a communal living concept.
House Sparrow
Personification
DO NOT PET THE SPARROWS


Lewat kartu ini, jejak berpadu,
sepotong kisah yang hadir untukmu."
museum
seni rupa
& keramik
KOMUNAL PASS
HARIAN PASS
EXHIBIT PASS
KOLEKTIF PASS
PURNAMA PASS
POTTERY PASS
PAINTING PASS
POTTERY PASS
PAINTING PASS

Alternatif
CISARUA CREATIVE
CISARUA CREATIVE
Alternatif
CISARUA CREATIVE
CISARUA CREATIVE
MAKANAN ROH HALUS
MBG
Mukbang Bergizi Gratis

Every piece is
thoughtfully sorted,
shaped, and arranged.

IKATAN PERANCANG
GRAFIS INDONESIA

24
RABU
WEDNESDAY
8
SENIN
TOKOKOPIAN
BRAND
愛不是占有
而是欣賞
TOKO KOPIAN
Noodle
Good Morning
TOKO KOPIAN

Gemasemesta.co
54
Jakarta
Gemasemesta.co is a design studio founded by Gema Samudra as an extension of his practice. The studio's approach is quiet and organic, letting work grow through gradual conversations and trust in where things might go. The team formed naturally around the way of thinking, with each person encouraged to lead with heart and follow their intuition. The outcomes don't need to be perfect. They simply have to feel honest
@gemasemesta.co
gemasemesta.co

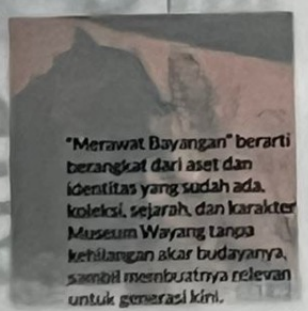
Museum Wayang

Brand Story

Merawat Bayangan Menghidupkan Cerita

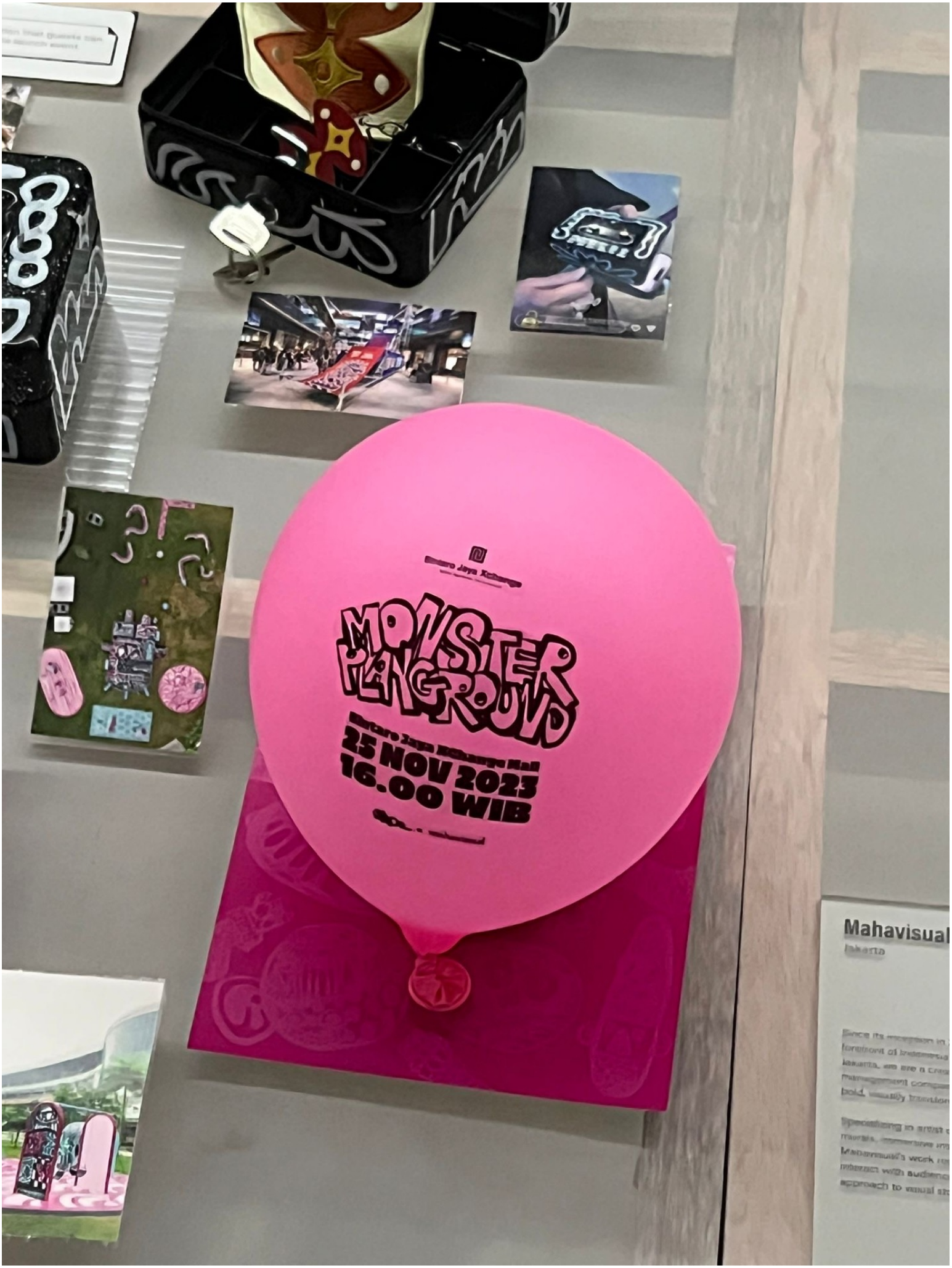
Ikonografi

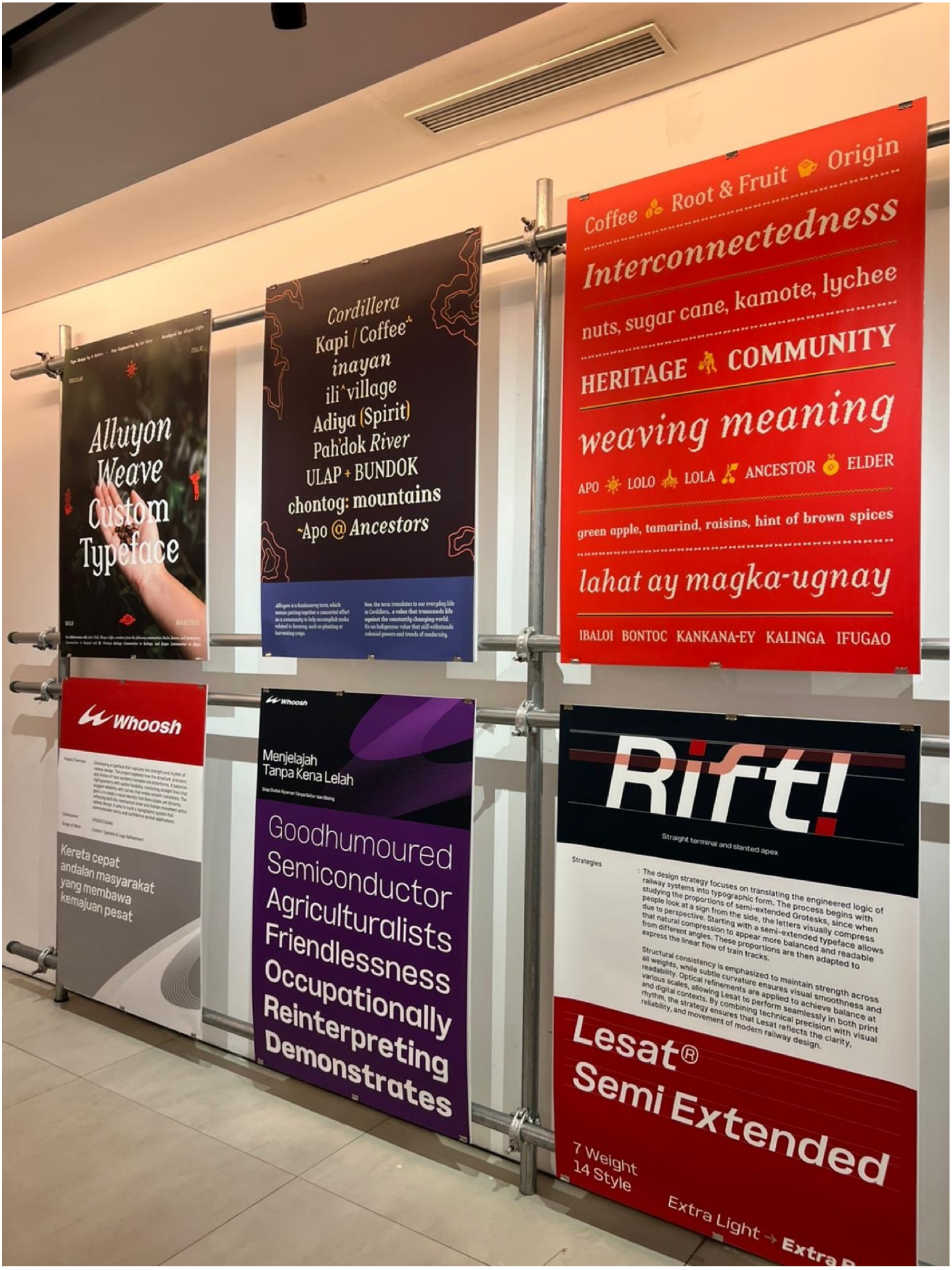
"Menghidupkan Cerita" berarti memperbarui cara penyampaian koleksi menjadi pengalaman yang menarik, interaktif, dan visual, agar kisah wayang lebih mudah dinikmati dan diingat publik masa kini.



"Merawat Bayangan" berarti berangkat dari aset dan identitas yang sudah ada. koleksi, sejarah, dan karakter Museum Wayang tanpa kehilangan akar budayanya, sambil membuatnya relevan untuk generasi kini.

s quiet reminder that progress begins here. Not to look ba
myBCA
AN ODD PECULIAR OBJECT MADE MOSTLY OF PAPER


MONSTER
PLAYGROUND
25 NOV 2023
16.00 WIB

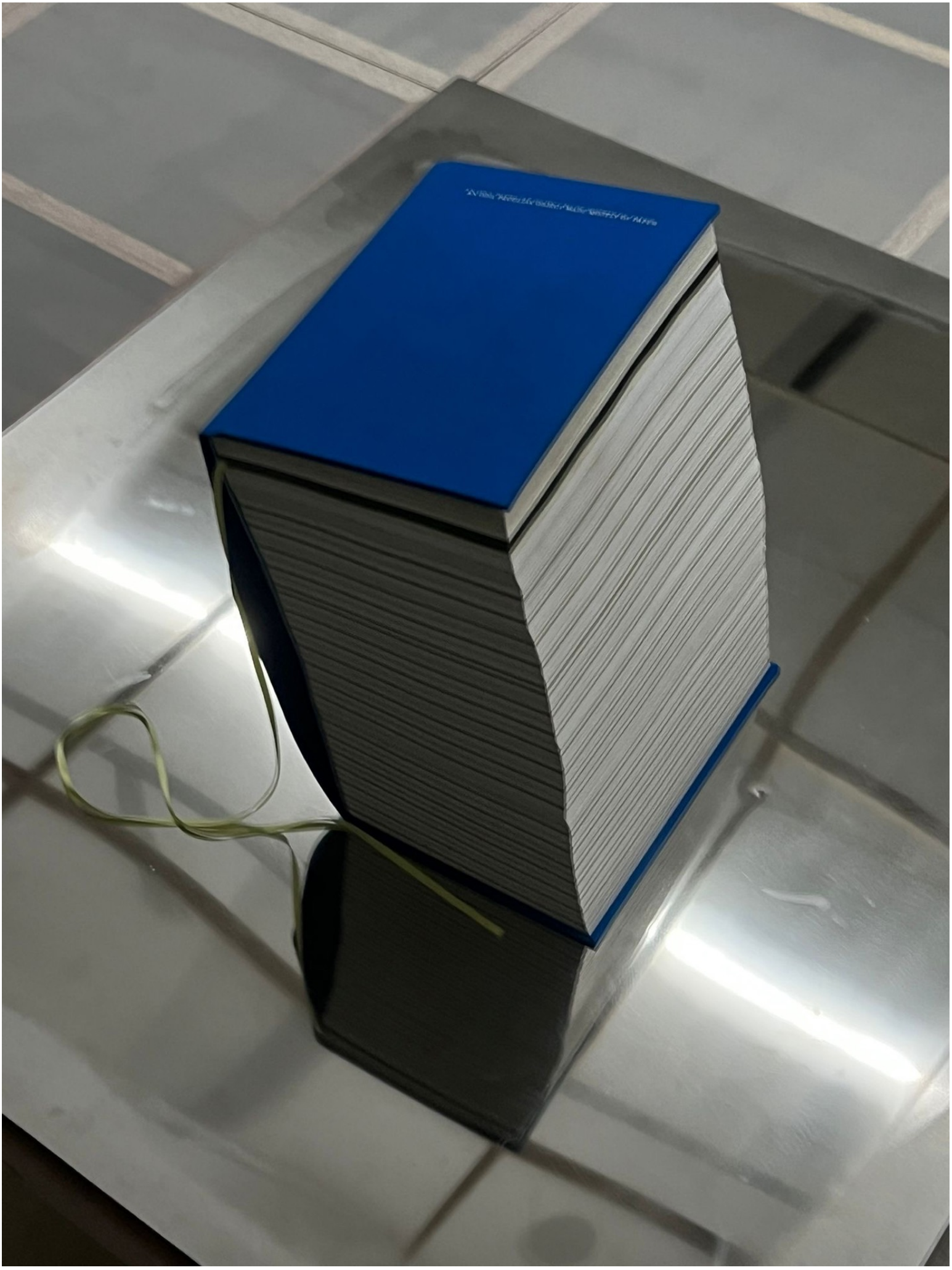

Alluyon Weave Custom Typeface
Cordillera
Kapi / Coffee
inayan
ili^village
Adiya (Spirit)
Pah'dok River
ULAP + BUNDOK
chontog: mountains
~Apo @ Ancestors
Coffee Root & Fruit Origin
Interconnectedness
nuts, sugar cane, kamote, lychee
HERITAGE COMMUNITY
weaving meaning
APO LOLO LOLA ANCESTOR ELDER
green apple, tamarind, raisins, hint of brown spices
lahat ay magka-ugnay
IBALOI BONTOC KANKANA-EY KALINGA IFUGAO
Whoosh
Kereta cepat
andalan masyarakat
yang membawa
kemajuan pesat
Whoosh
Menjelajah
Tanpa Kena Lelah
Goodhumoured
Semiconductor
Agriculturalists
Friendlessness
Occupationally
Reinterpreting
Demonstrates
Rift!
Straight terminal and slanted apex
Strategies
: The design strategy focuses on translating the engineered logic of railway systems into typographic form. The process begins with studying the proportions of semi-extended Grotesks, since when people look at a sign from the side, the letters visually compress due to perspective. Starting with a semi-extended typeface allows that natural compression to appear more balanced and readable from different angles. These proportions are then adapted to express the linear flow of train tracks.
Structural consistency is emphasized to maintain strength across all weights, while subtle curvature ensures visual smoothness and readability. Optical refinements are applied to achieve balance at various scales, allowing Lesat to perform seamlessly in both print and digital contexts. By combining technical precision with visual rhythm, the strategy ensures that Lesat reflects the clarity, reliability, and movement of modern railway design.
Lesat®
Semi Extended
7 Weight
14 Style
Extra Light →

Crafted
In its own way
the process reflects
the creativity and
craftsmanship
behind our works.

PE
Bold
Black
ana
REGULAR 5 STYLE
ULTRA CONDENSED
Prana·VF

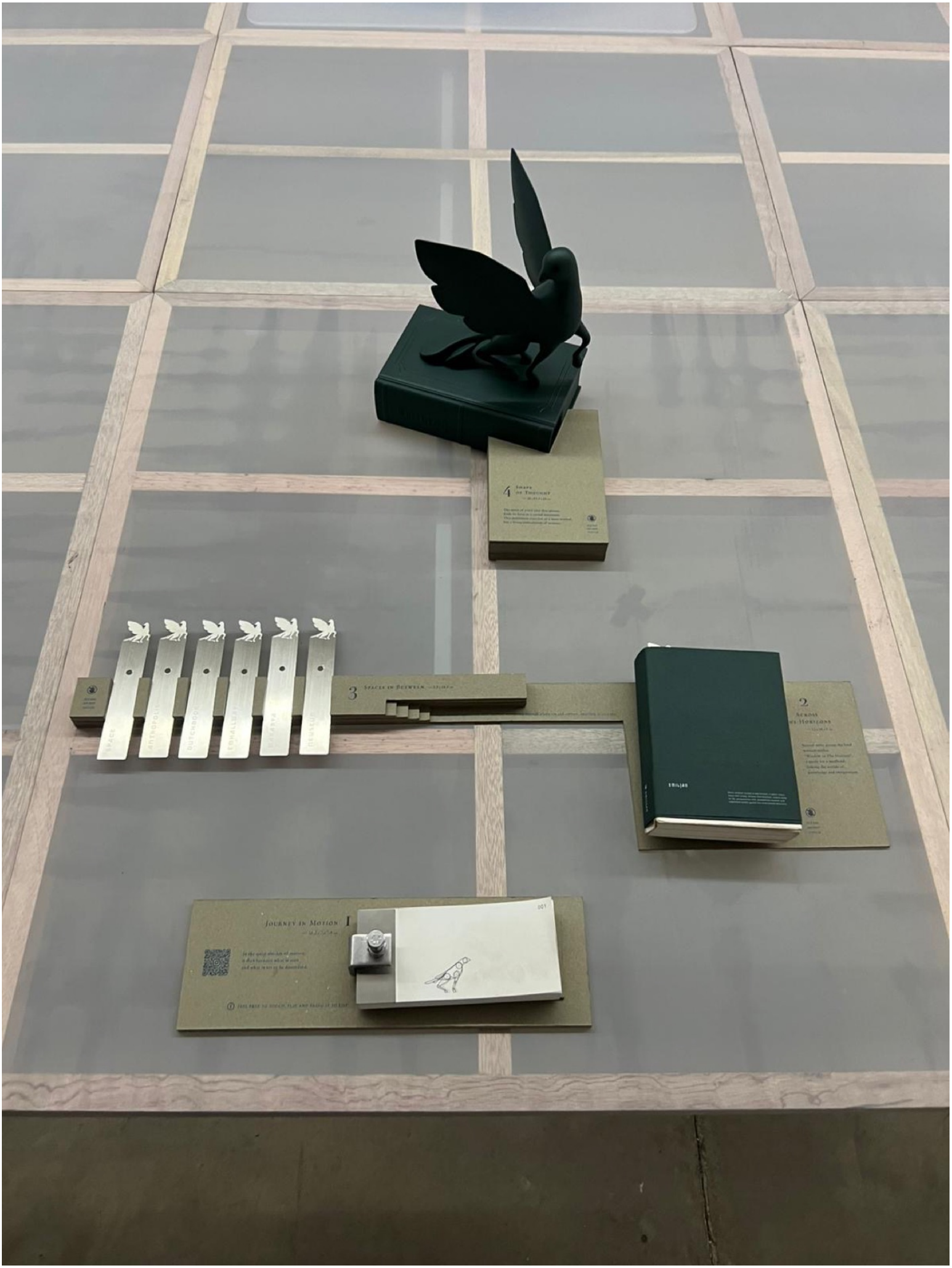
A Geometric Sans That Blooms With Unexpected Warmth.
SECBOWL
THIS IS SALTYPE EGG SANS
A CUSTOMIZED DISPLAY FONT INSPIRED BY THE GOOEYNESS AND JUICINESS OF SALTED EGG DISH.
SALTYPE EGG SANS
1 WEIGHT
ABCDEFG
HIJKLMN
OPQRST
UVWXYZ
1234567
890.,:;!?@
#%&*-+=

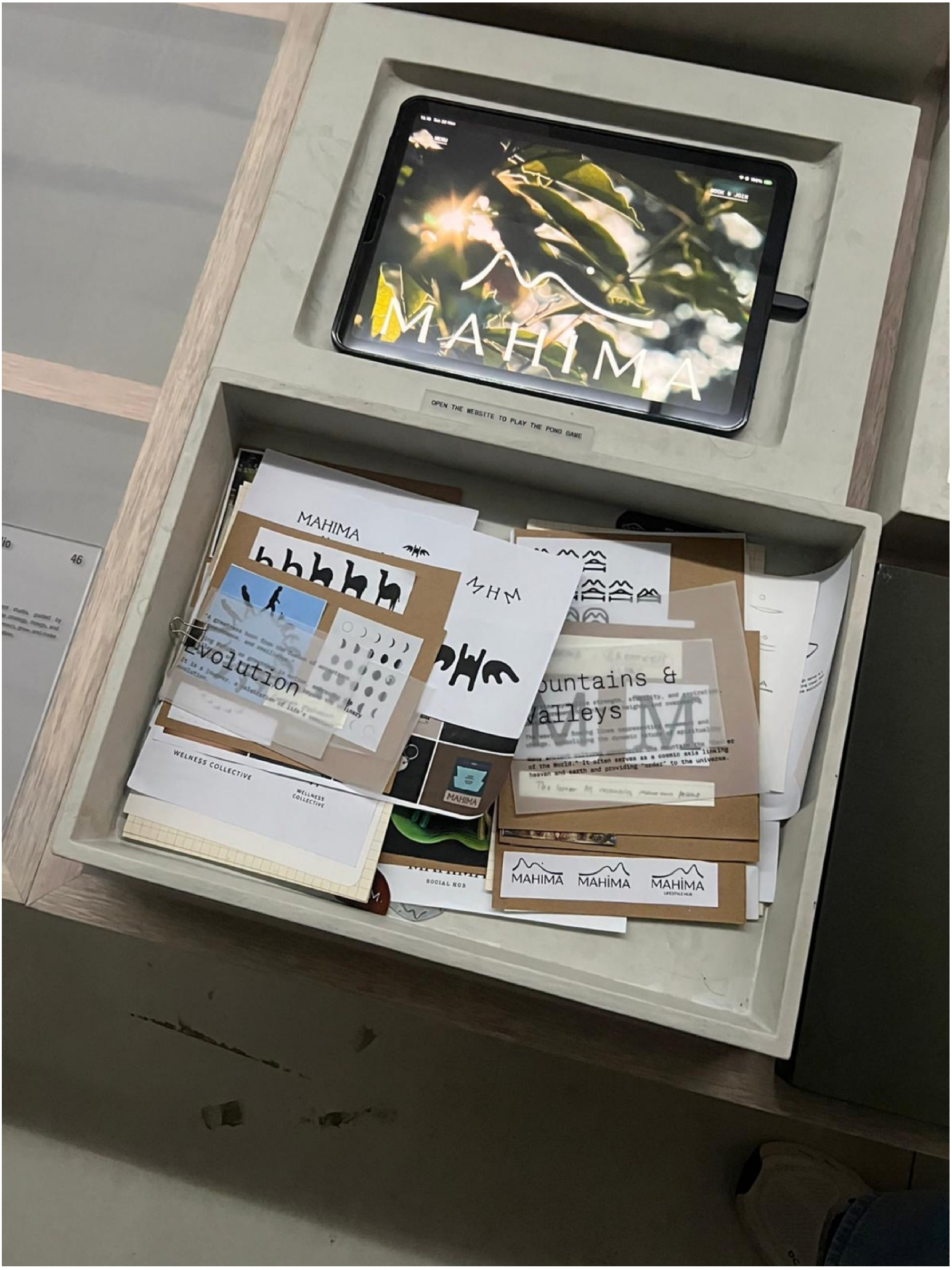
Pulau Seribu
Jakarta Utara
Jakarta Pusat
Jakarta Barat
Jakarta Timur
Jakarta Selatan
Plus Jakarta Sans
BLACKSAND
BLACKSAND
IS A MODERN
SWIMWEAR BRAND
INTENDED FOR WOMEN
TO DISCOVER THE ISLAND'S MAGIC
WITH TIMELESS ELEGANCE
Founder
Jachinte Philbert
Category
Fashion - Island Wear
THE LIGHT/SPARKLE



A DECADE OF
DESIGN WANDERLUST
DMD
"The sculpture is already complete within the marble block, before I start my work. It is already there, I just have to chisel away the superfluous material."

BLACKLETTER
©WCT-25 JPR
IG @wacanatype
THIS DISPLAY CAN BE ROTATED.
ALIGN THE LETTER PARTS TO BUILD NEW TYPE STYLES FROM SANS TO SERIF, SLAB, OR DECORATIVE. EXPLORE HOW STRUCTURE, PROPORTION, AND DETAIL COMBINE TO DEFINE EVERY TYPOGRAPHIC FORM.
WACANA TYPE/FOUNDRY - THE TYPE CONSTRUCTION WHEEL - WACANA TYPE/FOUNDRY - THE TYPE CONSTRUCTION WHEEL -
SLAB SERIF
HAS THICK, BLOCK-SHAPED STROKE ENDINGS
SANS SERIF
BUILT WITH CLEAN STROKES AND NO SERIF ENDINGS
DECORATIVE
FEATURES UNIQUE SHAPES BEYOND READABILITY
SERIF
USES FINE EXTENSIONS AT THE ENDS OF STROKES
A


4
Shape of Thought
3
Space in Between
2
Across Horizons
Journey in Motion I

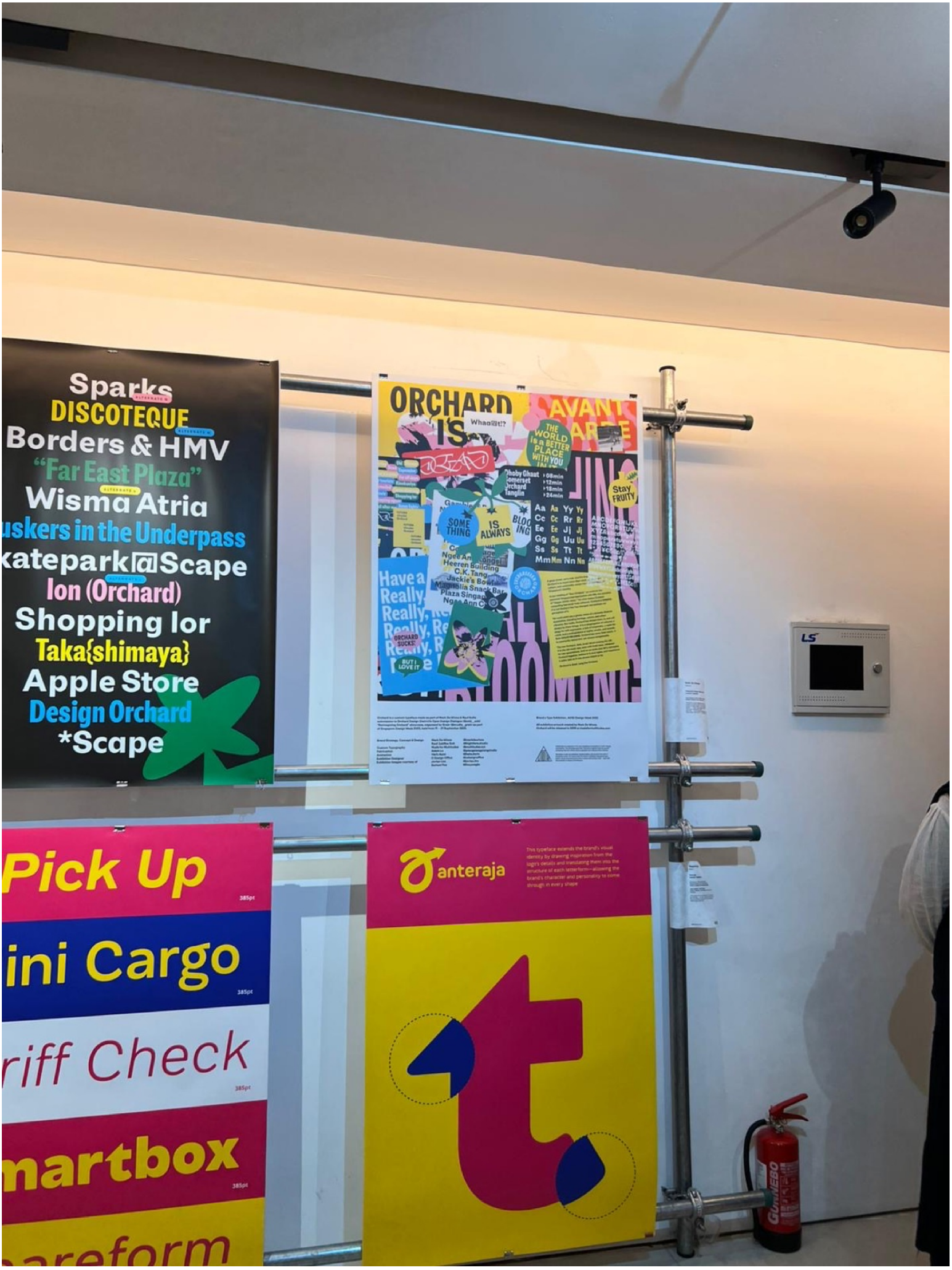

MAHIMA
OPEN THE WEBSITE TO PLAY THE POND GAME
MAHIMA
Evolution
WELNESS COLLECTIVE
MAHIMA
MAHIMA
MAHIMA
MAHIMA

ANOMALI COFFEE
ANOMALI COFFEE
Established in 2007. Anomali Coffee is a coffee roaster company providing specialty coffee that signify a designated premium quality of the coffee in your cup.
Taste our variety of coffee beans from all over Indonesia, with unique authentic taste and aroma
INDONESIA SPECIALTY COFFEE
CAPSULE SERIES

RAFIS 25

Kancata

Have yourself
a slice of
Heaven
Heavenly
Heavenly
Cloud 999
GLITCH


Sparks
DISCOTEQUE
Borders & HMV
"Far East Plaza"
Wisma Atria
uskers in the Underpass
katepark Scape
lon (Orchard)
Shopping lor
Taka{shimaya}
Apple Store
Design Orchard
*Scape
ORCHARD IS
AVANT
THE WORLD is a BETTER PLACE WITH YOU
Stay FRUITY
SOME THING
IS ALWAYS
Have a Really, Really,
ORCHARD SUCKS!
BUT I LOVE IT
Pick Up
385pt
ini Cargo
385pt
riff Check
385pt
martbox
385pt
anteraja
This typeface extends the brand's visual identity by drawing inspiration from the logo's details and translating them into the structure of each letterform—allowing the brand's character and personality to come through in every shape

Instead of ending up
as waste, our production
scraps are repurposed
as the very material
for our display.
Disciplined

Disciplined
Contemporary
Crafted
Story-driven
Evolving
Precise
BEHIND THE CODE
The installation reflects our landscape of work, a space where ideas are developed, designs take shape, and production brings them to life, all under one roof.
Open your phone camera. Ready?
Point it toward the QR code on the display. Make sure it's clearly visible.
Got a pop-up? Tap the link and...
Welcome to our creative space! Explore more of our projects and stories behind the design.
KYUB STUDIO
58
Typo/Foundry
57

PUSAT
KESENIAN
JAKARTA
Taman
Ismail
Marzuki
TIM
CIKINI 73
JETBUS 3+
PARIWISATA
melina trans

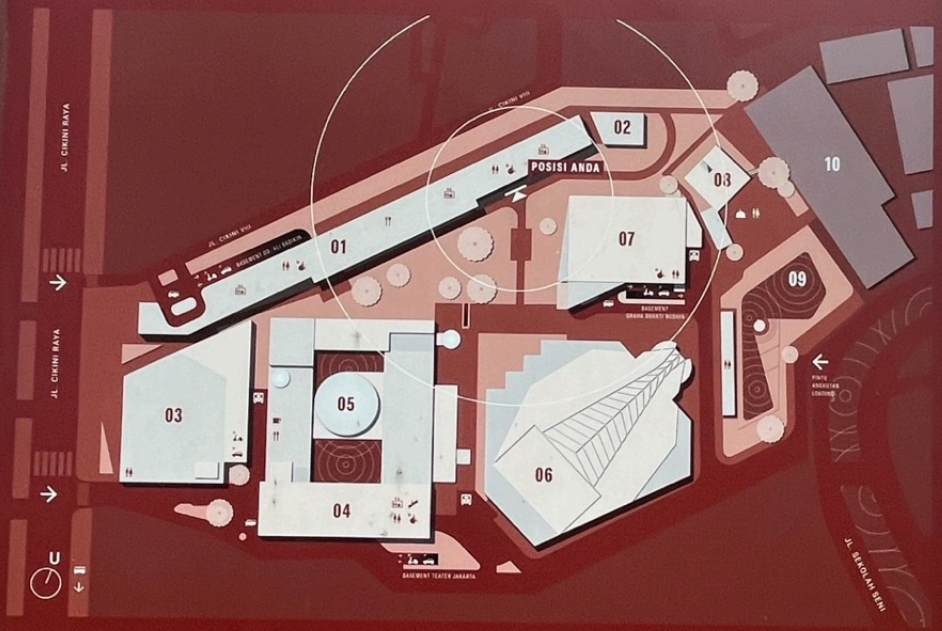
TIM

PUSAT KESENIAN JAKARTA
TAMAN ISMAIL MARZUKI

PINDAI KODE QR BERIKUT UNTUK
MEDAPATKAN PANDUAN VERSI DIGITAL

SCAN THIS QR CODE TO GET THE DIGITAL GUIDELINE

PETA ORIENTASI ORIENTATION MAP



LEGENDA
LEGEND

01 GEDUNG ALI SADIKIN
- Perpustakaan Jakarta
- PBS HB Jassin
- Galeri Emiria Soenassa
- Galeri S. Sudjojono
- R. Kerja Bersama Ramadhan KH
- R. Kerja Bersama Arifin C. Noer
- R. Kerja Bersama Umar Kayam
- R.Rapat Wisma Seni Toeti Heraty
- R.Rapat Wisma Seni Farida Oetoyo
- R.Rapat Wisma Seni Nh. Dini
- Wisma Seni
- Kantor Pengelola

02 GALERI OESMAN EFFENDI

03 GEDUNG PARKIR TAMAN

04 GEDUNG TRISNO SOEMARDJO
- Teater Wahyu Sihombing
- Kantor Akademi Jakarta
- Galeri Cipta 1
- Galeri Cipta 2
- Teras Danarto
- R. Latihan Teater Teguh Karya
- R. Latihan Seni Tari Guruh Soekarno Putra
- R. Latihan Sastra & Multimedia
- S. Rukiah Kertapati
- R. Latihan Seni Rupa Nashar
- R. Latihan Musik Trisutji Kamal
- R. Latihan Seni Tradisi
- Museum Koleksi TIM
- Area Makan & UMKM
- Bioskop Kineforum Asrul Sani
- Bioskop Kineforum Djuman Djaya
- R. Serbaguna Djuman Djaya

05 PLANETARIUM & OBSERVATORIUM JAKARTA
- Teater Bintang
- Galeri Planetarium
- R. Auditorium Planetarium
- R. Pameran Planetarium
- R. Komunitas Astronomi
- R. Kelas Planetarium
- R. Kantor Planetarium

06 TEATER JAKARTA

07 GRAHA BHAKTI BUDAYA

08 MASJID AMIR HAMZAH

09 TEATER TUTI INDRA MALAON

10 INSTITUT KESENIAN JAKARTA

Toilet · Toilet Difabel · Masjid/ Musholla · Drop Off · Akses Lift · Akses Difabel · Akses Eskalator · Parkir Mobil · Parkir Motor · Halte Bus · Area Makan · Loading Dock

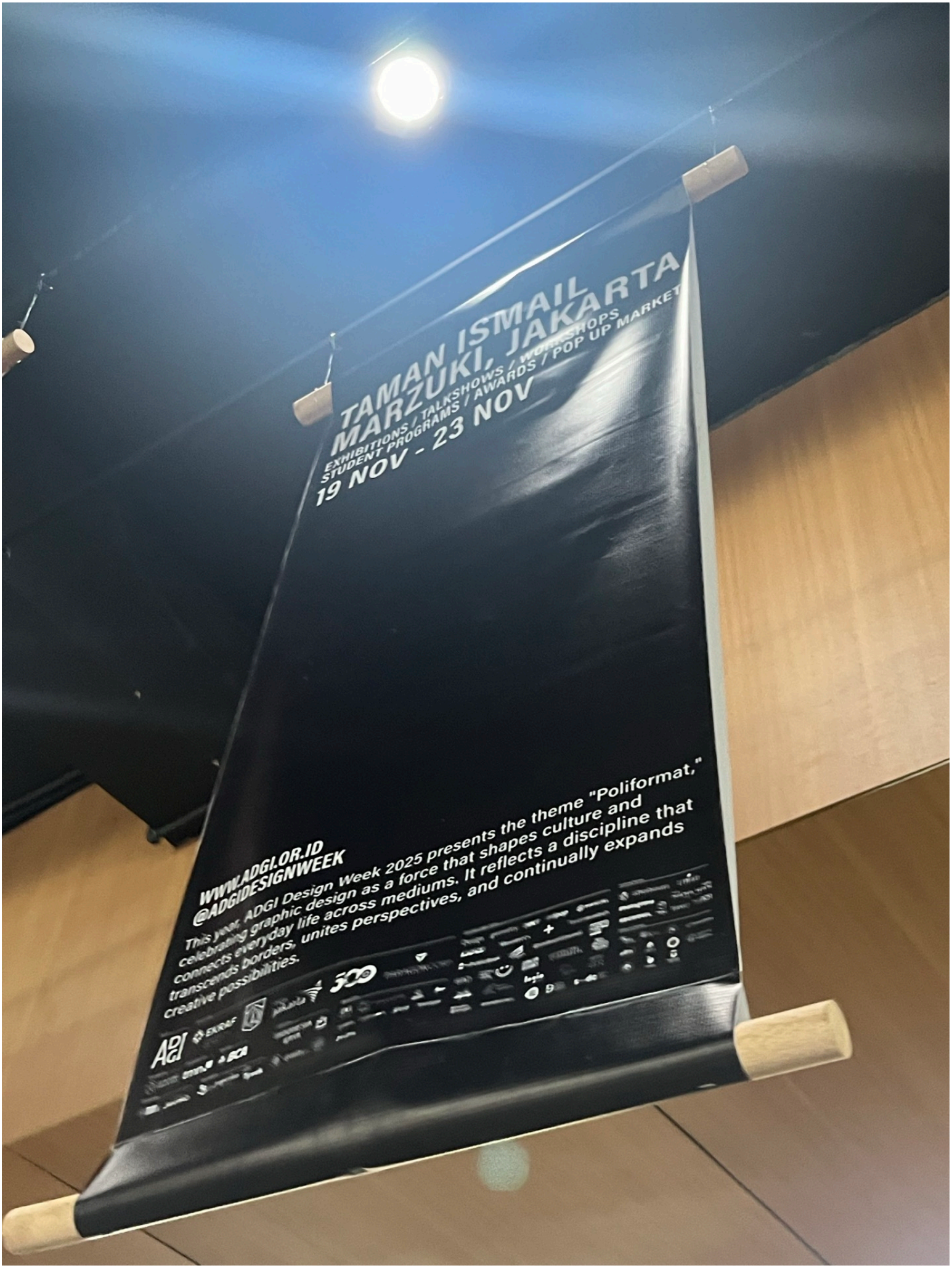
REGULASI
REGULATION

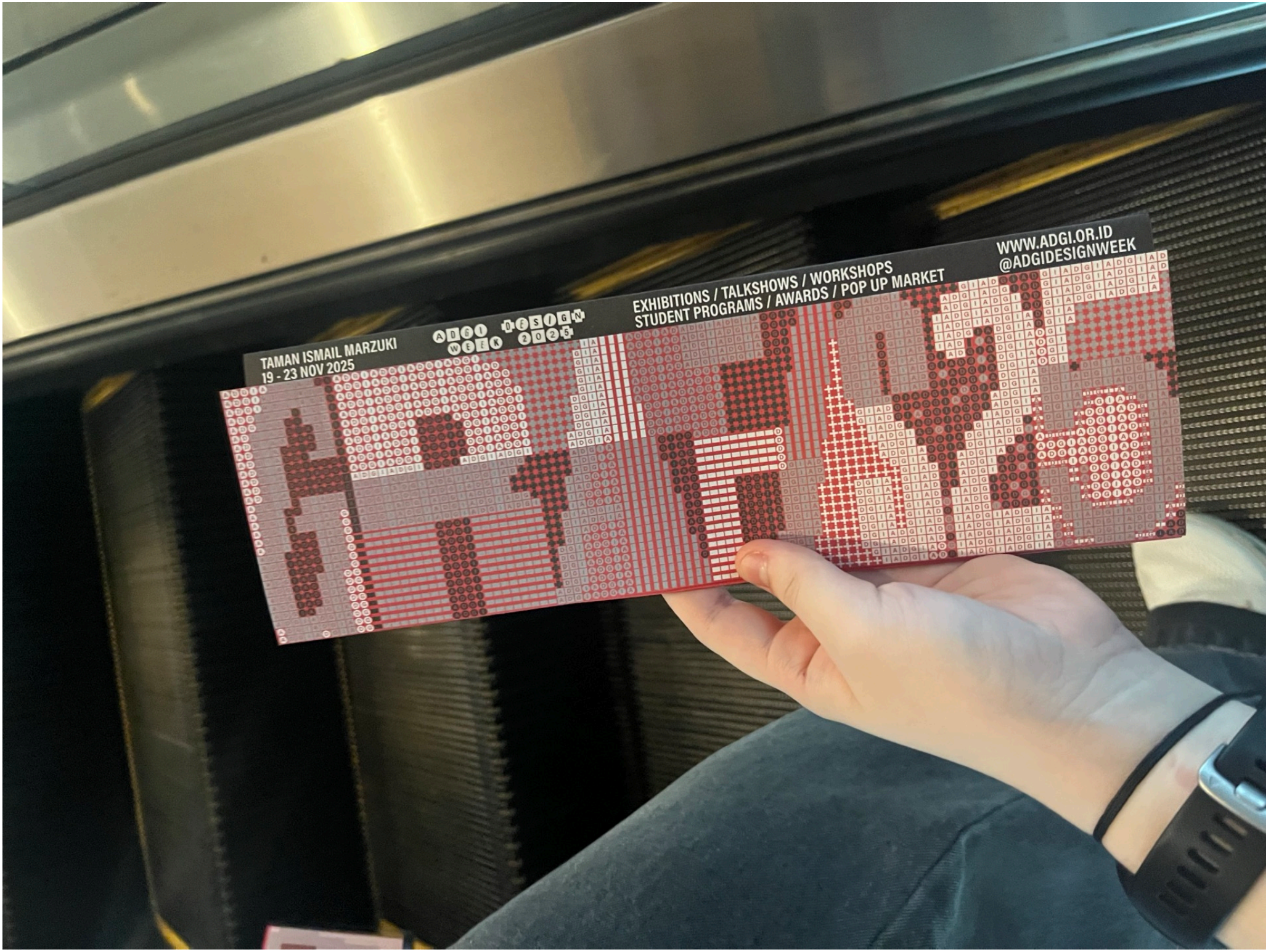
- **Dilarang membuang sampah sembarangan** — No littering
- **Dilarang melakukan vandalisme** — No vandalism
- **Dilarang membawa binatang peliharaan** — No pets allowed
- **Dilarang bermain skateboard di area indoor** — No skateboarding on indoor area
- **Dilarang merusak tanaman** — Do not damage the plants
- **Dilarang membawa senjata tajam ataupun senjata api** — No weapons or guns of any kind
- **Dilarang merusak fasilitas** — Do not cause any damage to the facilities
- **Dilarang membawa narkotika, psikotropika, dan minuman beralkohol** — No alcohol and narcotics of any kind

JAKPRO · Jakarta

UK
DIGITAL
UIDELINE
10

TAMAN ISM
MARZUKI, JA
EXHIBITIONS / TALKSHOWS
STUDENT PROGRAMS / AWARD
19 NOV - 23 NOV
WWW.ADGI.OR.ID
@ADGIDESIGNWEEK
This year, ADGI Design Week 2025 pr
Celebrating graphic design as a force
Connects everyday life across mediu
transcends borders, unites perspectiv
creative possibilities.

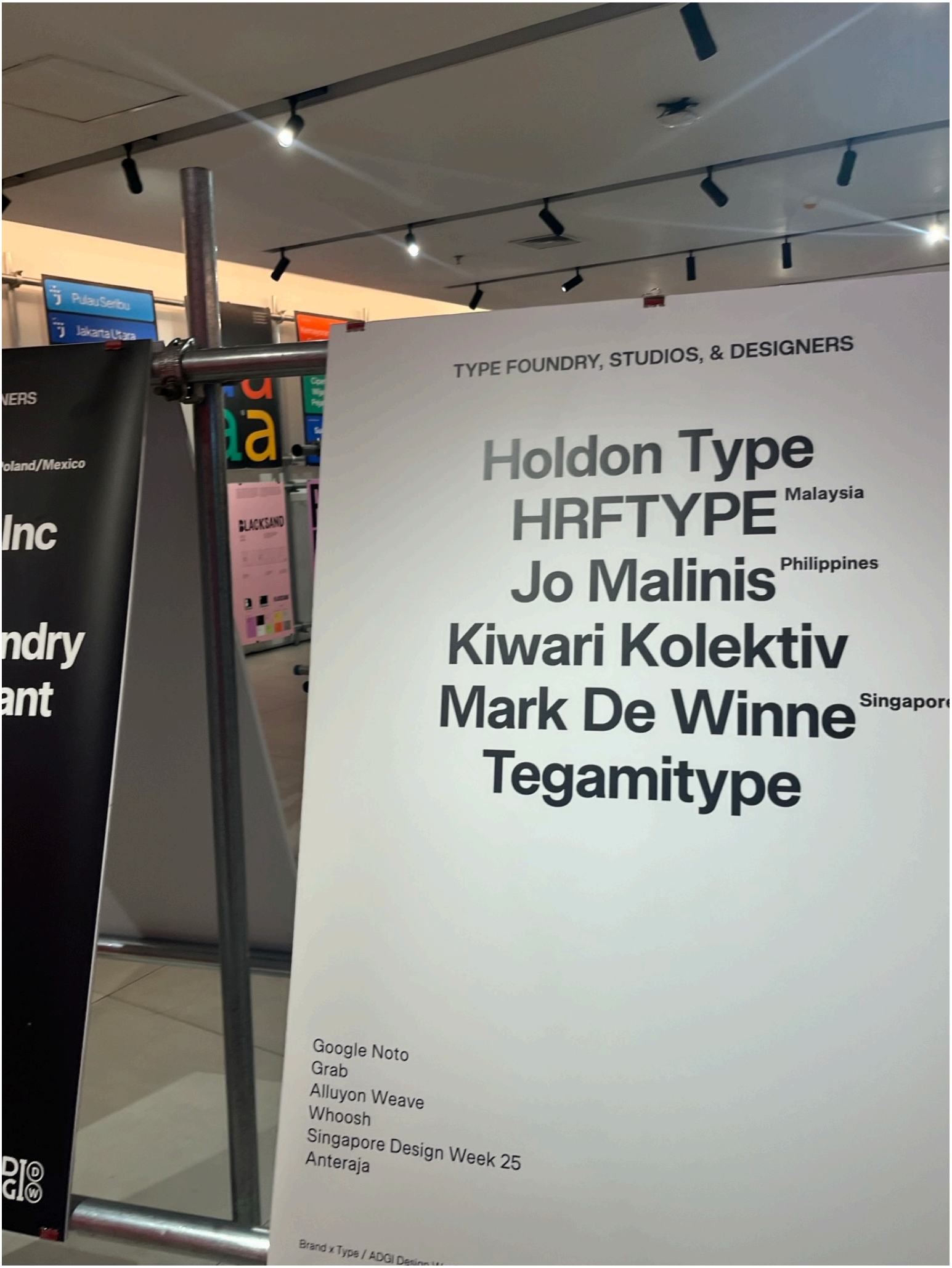

TAMAN ISMAIL MARZUKI, JAKARTA
EXHIBITIONS / TALKSHOWS / WORKSHOPS
STUDENT PROGRAMS / AWARDS / POP UP MARKET
19 NOV - 23 NOV
WWW.ADGI.OR.ID
@ADGIDESIGNWEEK
This year, ADGI Design Week 2025 presents the theme "Poliformat," celebrating graphic design as a force that shapes culture and connects everyday life across mediums. It reflects a discipline that transcends borders, unites perspectives, and continually expands creative possibilities.


TAMAN ISMAIL MARZUKI
19 - 23 NOV 2025
ADGI WEEK DESIGN 2025
EXHIBITIONS / TALKSHOWS / WORKSHOPS
STUDENT PROGRAMS / AWARDS / POP UP MARKET
WWW.ADGI.OR.ID
@ADGIDESIGNWEEK

Designer

Forward 100%
together
{admirable} fingertips
Grab
Freedom Gabungan grandpa convenient ăn uống
Pulau Seribu
Jakarta Utara
Jakarta Pusat
Jakarta Barat
NO
TO
TYPE
TYPE FOUNDRY, STUDIOS, & DESIGNERS
Tekio Type
Poland/Mexico
Thinking*Room Inc
Tokotype
Wacana Type/Foundry
||'Brand Consultant
Holdon
HRFTY
Jo Mali
Kiwari Kol
Mark De W
Tegamityp
Google Noto
Grab
Alluyon Weave
Whoosh
Singapore Design Week 25
Anteraja

TYPE
TYPE FOUNDRY, STUDIOS, & DESIGNERS
Poland/Mexico
Tekio Type
Thinking*Room Inc
Tokotype
Wacana Type/Foundry
Brand Consultant
Bose
Secbowl
Plus Jakarta
BCA
Indonesia Kaya
Kahf
Brand x Type / ADGI Design Week 2025
ADGI DW
Pulau Seribu
Jakarta Utara
Freedom
Gabungan
grandpa
convenient
ăn uống


Pulau Seribu
Jakarta Utara
BLACKSAND
TYPE FOUNDRY, STUDIOS, & DESIGNERS
Holdon Type
HRFTYPE Malaysia
Jo Malinis Philippines
Kiwari Kolektiv
Mark De Winne Singapore
Tegamitype
Google Noto
Grab
Alluyon Weave
Whoosh
Singapore Design Week 25
Anteraja

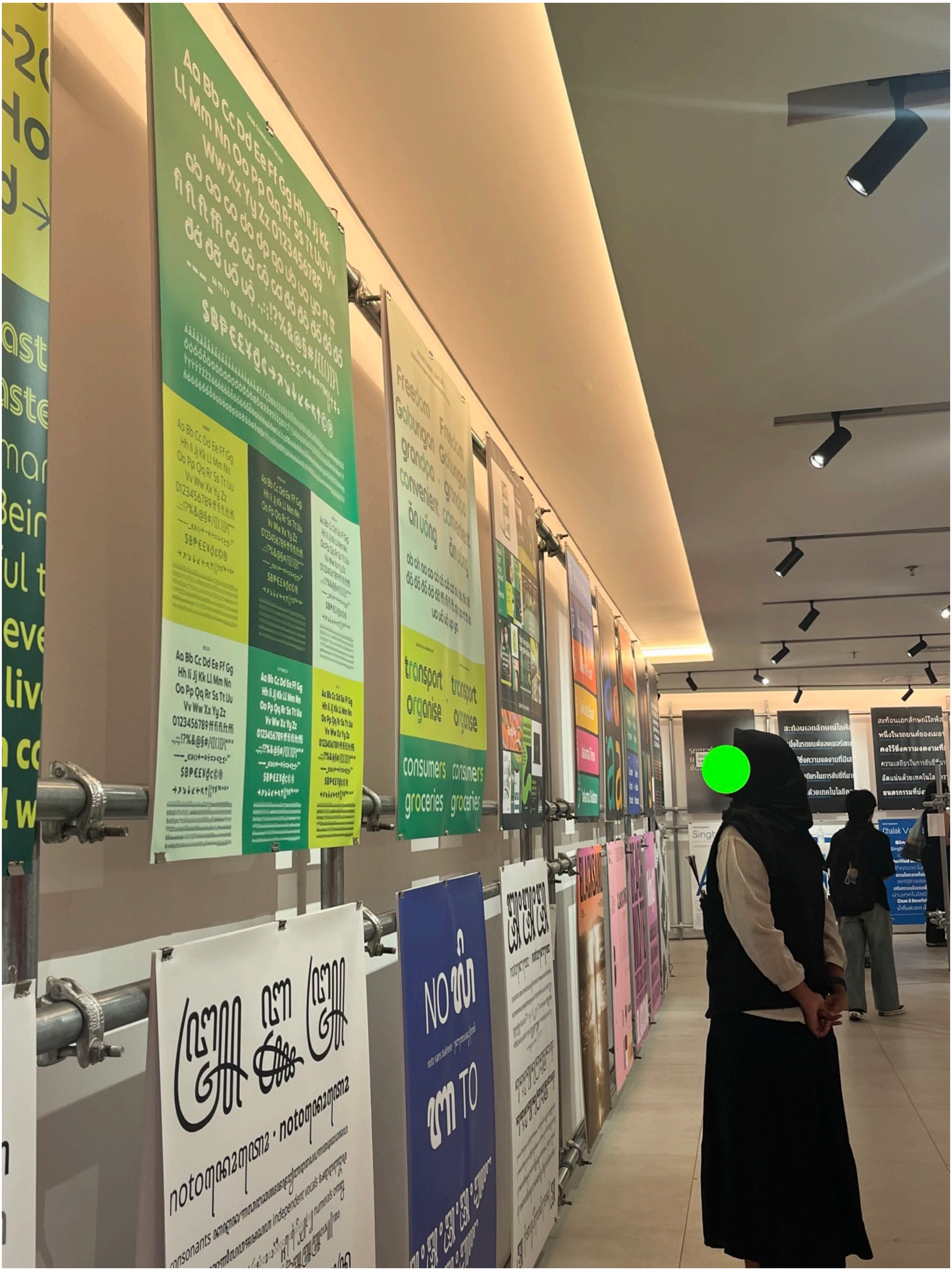
UNDRY, STUDIOS, & DESIGNERS
7 Homebreaks
va Bayu Perdana
Bagerich
Balibilly
Thailand
Cadson Demak
Degarism
olio
A Geometric Sans That Blooms
Brand x type
Brand x Type exhibition highlights brands and company that have demonstrated a profound commitment to elevating the graphic design practice.
They haven't just adapted; they've actively advanced the field by investing in a core element of visual communication: typography.
In an era defined by constant visual noise, these selected companies recognize that a unique typeface is the signature of their identity, a critical piece of intellectual property.
By collaborating with leading type foundries and design studios across Indonesia & Southeast Asia, they have moved beyond standard fonts to commission custom typefaces that are meticulously crafted to embody their ethos, voice, and values.
Curators
Tokotype
Ritchie Ned Hansel
Exhibition Team
Gumpita Rahayu
Ritter Willy
Dendy Darman
Spatial Design
This/PLAY
BRAND PATRON
myBCA
INDONESIA KAYA
Kahf
Bandung,
urabaya,
Cirebon,
Batam,
ta, Solo
a, Palu,
Kendari,
npasar,
pura
te

Forward
together
{admirable} fingertips
100%
Empowering Southeast Asia through technology.
Giao đồ ăn $60 1958-20
Dịch vụ giao @ Ho
Transport→GrabFood→
100%gifted
Phú Nhuận
Circumflex
Respectful
Deliveries!
Thông Tin
Growing in Southeast
renewable & the faste
world. Sustain as mar
first and we can. Bein
good was thoughtful t
Dedicated to our eve
heroes. Impacting liv
community. From co
to the city, from all w
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789
NO
noto sans javanese · ꦤꦺꦴꦠꦺꦴꦱꦤ꧀ꦗꦮꦤ꧀ꦝꦺꦱ
TO
MMXIX
Aditya Bayu Perdana
Kamal Mansour
Monotype
NOTO SANS JAVANESE: new design
noto
noto

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789
Freedom Gabungan grandpa convenient ăn uống
transport organise
consumers groceries
Freedom Gabungan grandpa convenient ăn uống
transport organise
consumers groceries
Pulau Seribu
Jakarta Utara
Jakarta Pusat
Jakarta Barat
Jakarta Timur
Jakarta Selatan
aa
yy
BLACKSAND
BEACH
MIXTE
NO
TO

Grab
TM

100% gifted
Phú Nhuận
Circumflex
Respectful
Deliveries!
Growing in Sou
renewable & t
world." LIGHT Susto
first and we
good was th
MEDIUM Dedicated
heroes. BOLD Im
communit



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789
Freedom
Gabungan
grandpa
convenient
transport
organise
consumers
groceries
NO
TO

Artefak
Festival
Affandi
Attribut
SASTRA INDONESIA
KREASI LOKAL
NUSA
A
Geometric Sans
That Blooms
With Unexpected
Warmth.
Sangkuriang
GALERI UTAN
HIKAYA
03. R
Jakarta
Bekasi

A.P.We.C. Homebreaks. South Beach. 1996

A Typeface We Call

Homebreaks

This is not Made i/n China
We have it here And we have it *All.*
Made by **Indonesia's Finest.**

3.4.7

dry x 3.4.7. Homebreaks

#GIKDEKADE
Lt. 8
«1945»
PUAR LAMA
NTASI
Artefak
©
KAL NURBAYA
Nusa
Alam Sangkurlang
Batik
GALERI UTAN
Keris Bali™
HIKAYA
ARSIP VISUAL
03. R

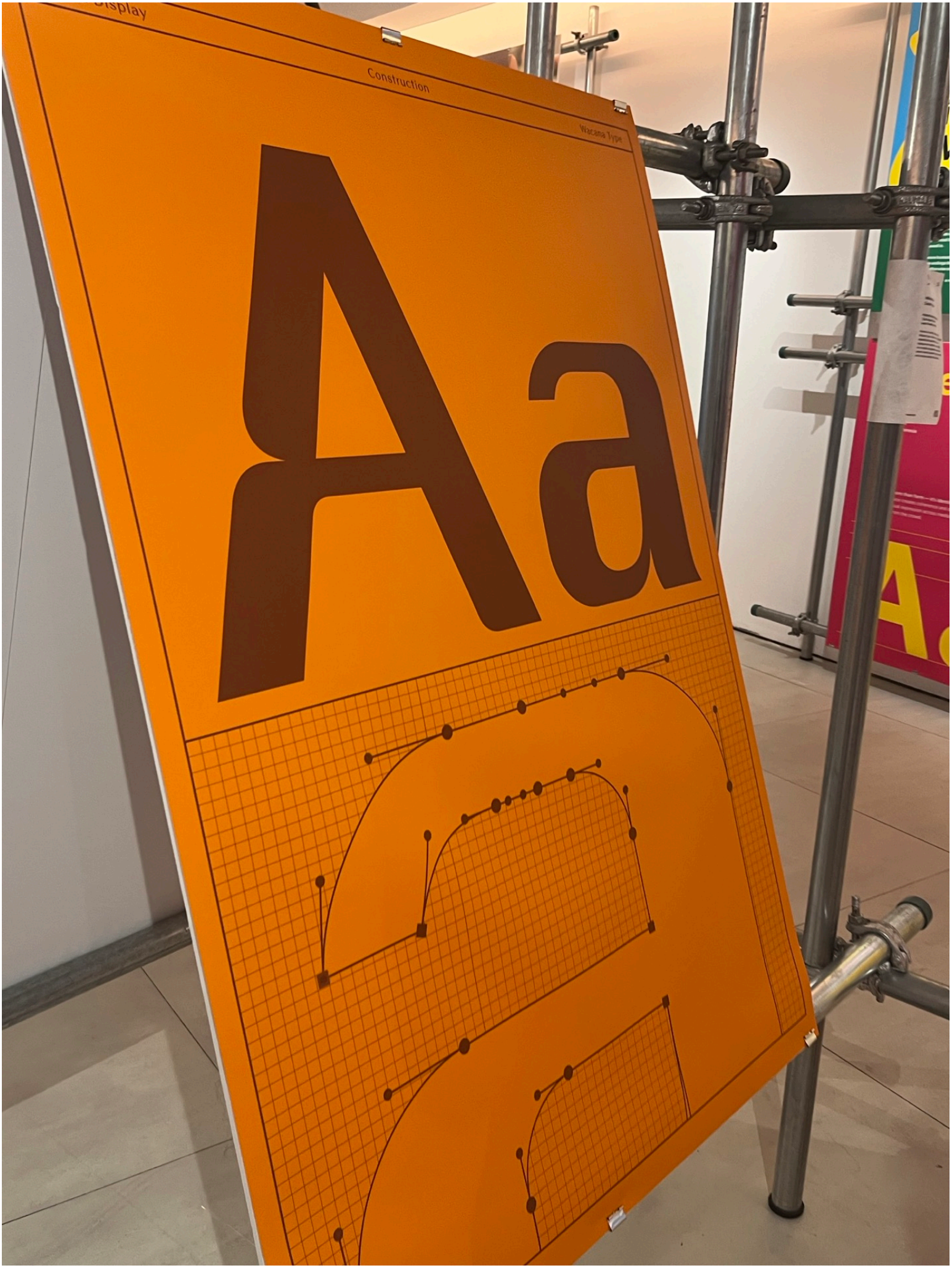
Aksana Display
Construction
Wacana Type
131
123
51
120
129

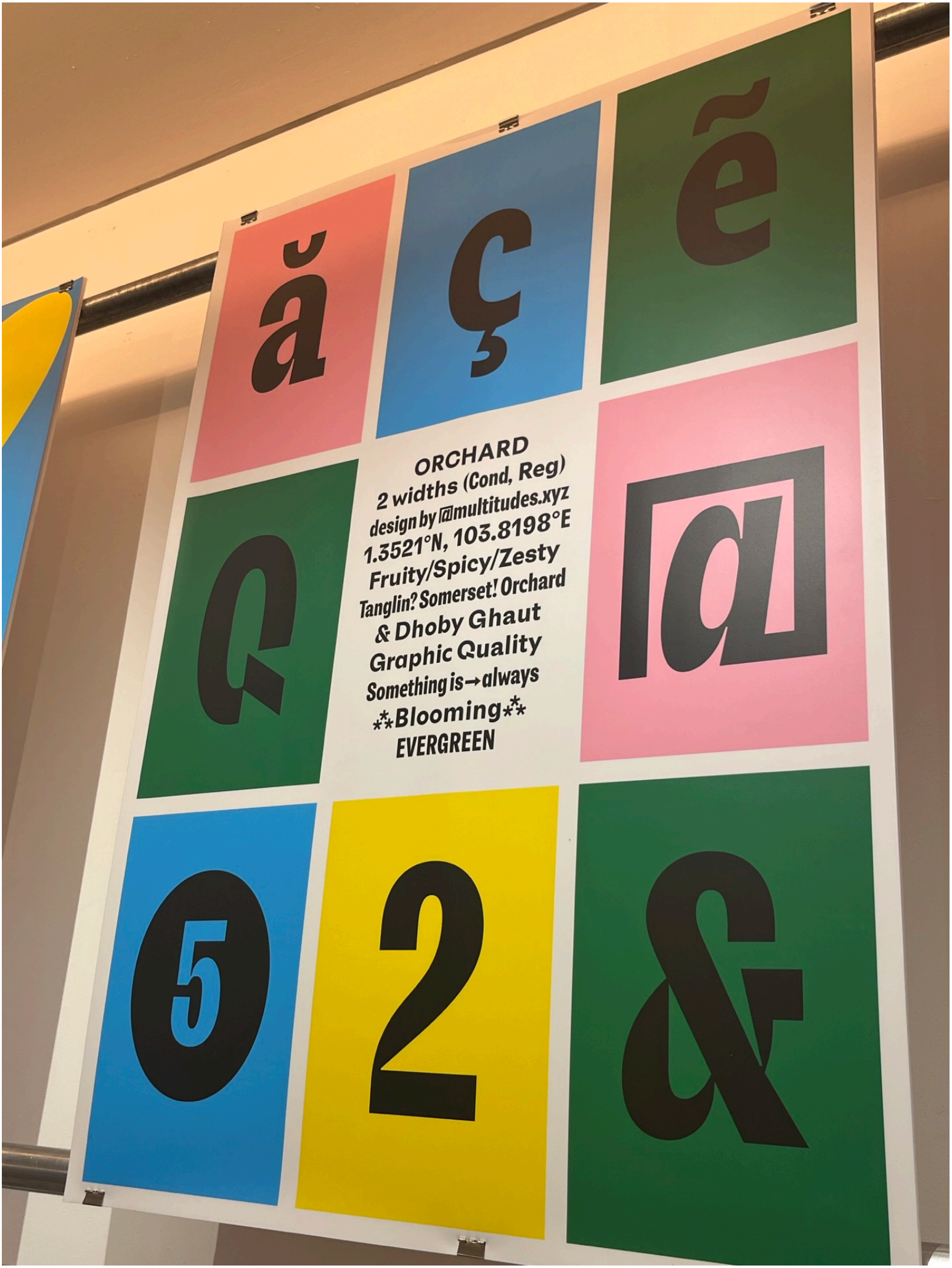
Artefa

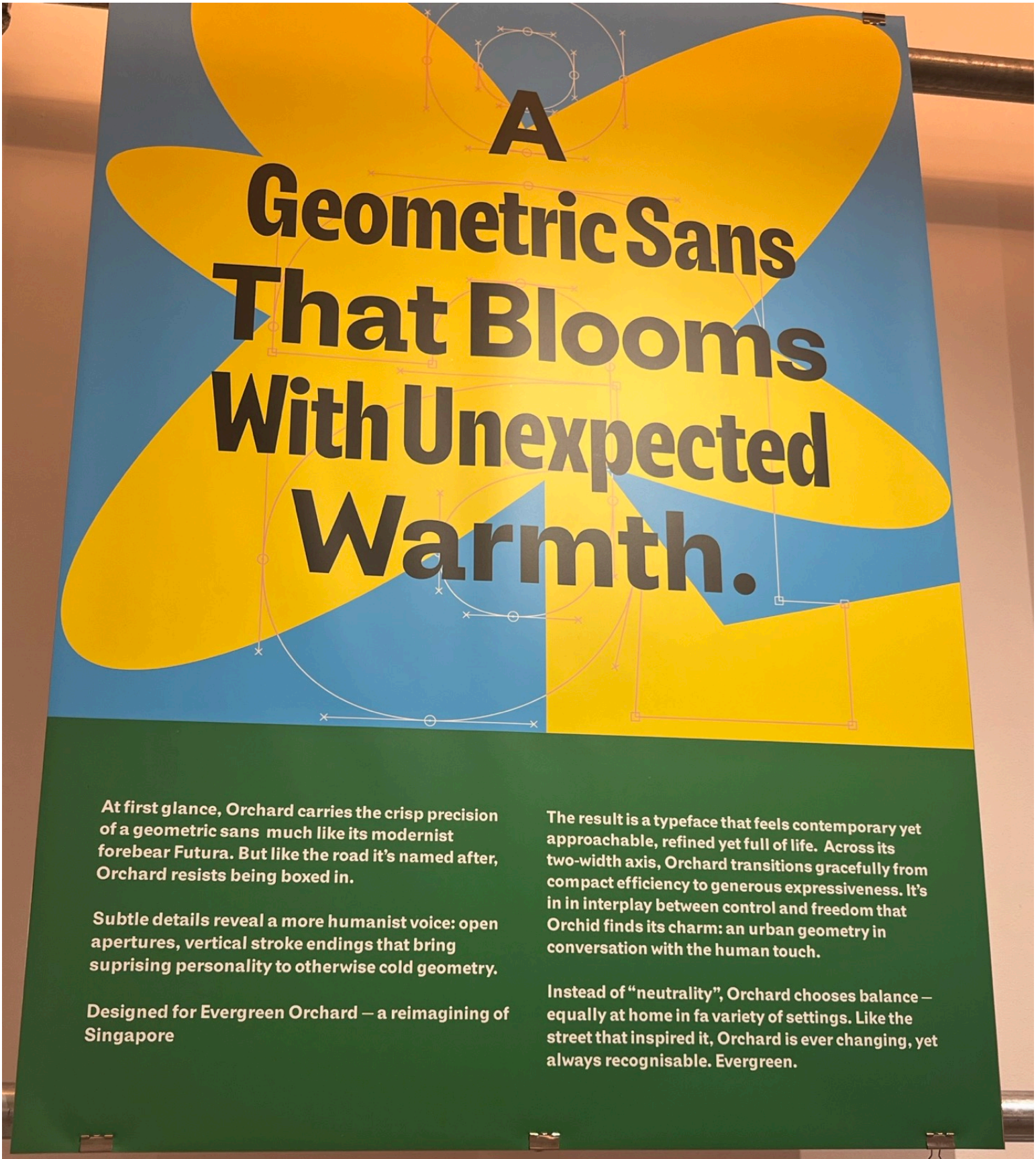
Festiva

AFFan

MUSIKAL NURBAYA 2025 L
71pt
Aksana Display
TARI NUSANTARA FESTIV
238pt
Aksana Display
SASTRA INDONESI
327pt
Aksana Display
KREASI LOKA
859pt
Aksana Display
NUSA


Display
Construction
Aa


ă ç ẽ
ORCHARD
2 widths (Cond, Reg)
design by @multitudes.xyz
1.3521°N, 103.8198°E
Fruity/Spicy/Zesty
Tanglin? Somerset! Orchard
& Dhoby Ghaut
Graphic Quality
Something is→always
⁂Blooming⁂
EVERGREEN
ą
5 2 &



At first glance, Orchard carries the crisp precision of a geometric sans much like its modernist forebear Futura. But like the road it's named after, Orchard resists being boxed in.

Subtle details reveal a more humanist voice: open apertures, vertical stroke endings that bring suprising personality to otherwise cold geometry.

Designed for Evergreen Orchard – a reimagining of Singapore

The result is a typeface that feels contemporary yet approachable, refined yet full of life. Across its two-width axis, Orchard transitions gracefully from compact efficiency to generous expressiveness. It's in in interplay between control and freedom that Orchid finds its charm: an urban geometry in conversation with the human touch.

Instead of "neutrality", Orchard chooses balance – equally at home in fa variety of settings. Like the street that inspired it, Orchard is ever changing, yet always recognisable. Evergreen.

suprising personality to otherwise cold geometry.
Designed for Evergreen Orchard – a reimagining of Singapore
Instead of "neutrality", Orchard chooses balan
equally at home in fa variety of settings. Like the
street that inspired it, Orchard is ever changing,
always recognisable. Evergreen.
Anteraja
Sans
Custom Typeface
for Anteraja Indonesia
Typography is more than form — it's identity.
A bespoke typeface creates coherence and distinction,
unifying every visual expression across media and
setting us apart from the crowd.
Aa

Pick Up
Bold Italic
385pt
Mini Cargo
Medium
385pt
Tariff Check
Light Italic
385pt
Smartbox
Black
385pt
Shareform
Regular Italic
385ptv

Pulau Seribu
Jakarta Utara
Jakarta Pusat
Jakarta Barat
Jakarta Timur
Jakarta Selatan
Plus Jakarta Sans
BLACKSAND
BLACKSAND
BLACKSAND
BLACKSAND

Pulau Seribu
Jakarta Utara
Jakarta Pusat
Jakarta Barat
Jakarta Timur
Jakarta Selatan
Plus Jakarta Sans
BLACKSAND
BLACKSAND
BLACKSAND
BLACKSAND

30°
BOSE
Bose Display
Slanted
-30°
Bose Display
Backslanted

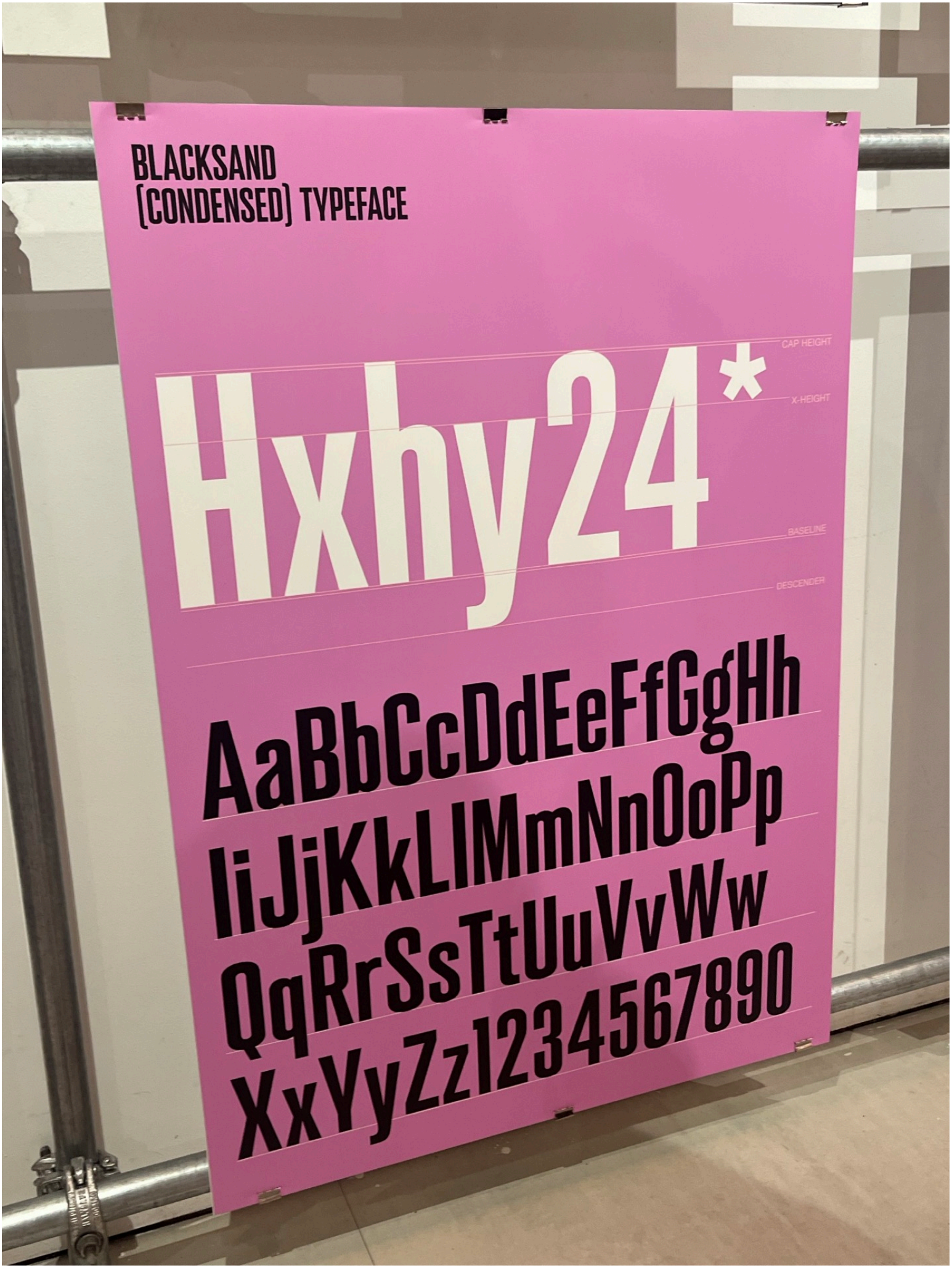
Jakarta Sans
SS01
Lancip Alternates
Kemayoran
Gambir
Menteng
→
Kemayoran
Gambir
Menteng
Plus Jakarta Sans
SS02
Lurus Alternates
Cipete
Wijaya
Pejaten
→
Cipete
Wijaya
Pejaten
Plus Jakarta Sans
SS03
Lingkar Alternates
Sunter
Ancol
Marunda
→
Sunter
Ancol
Marunda

Plus Jakarta Sans
① Default Letterform
② Lancip Alternates
③ Lurus Alternates
④ Lingkar Alternates
①
②
③
④

Pulau Seribu
Jakarta Utara
Jakarta Pusat
Jakarta Barat
Jakarta Timur
Jakarta Selatan

Plus Jakarta Sans
① Default Letterform
② Lancip Alternates
③ Lurus Alternates
④ Lingkar Alternates
①
②
③
④

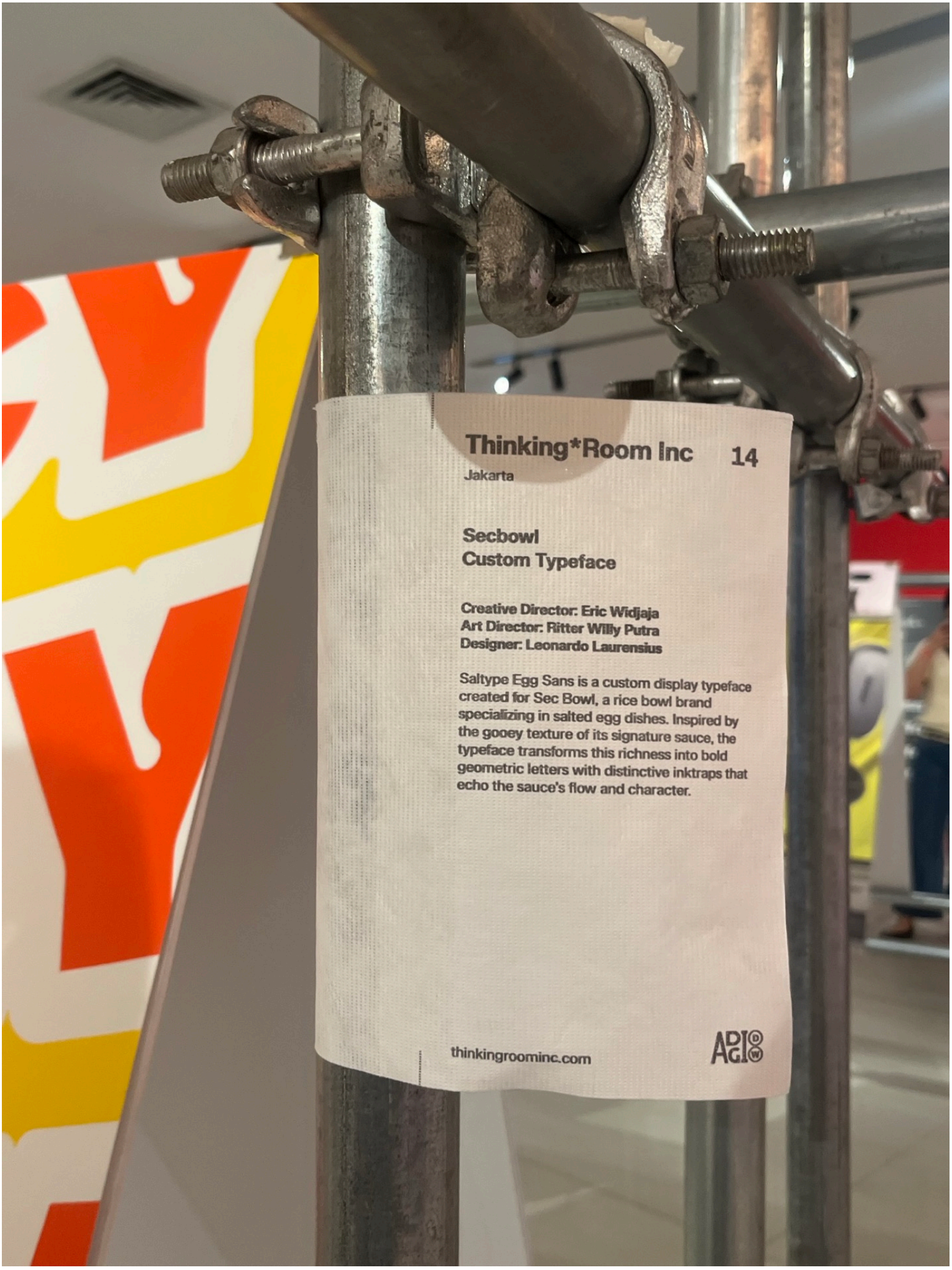
BEACH
MIXTE
TIMELESS ELEGANT
TRAVEL* SEDUCTIVE* VIBRANT* WONDERLUST*
BLACKSAND

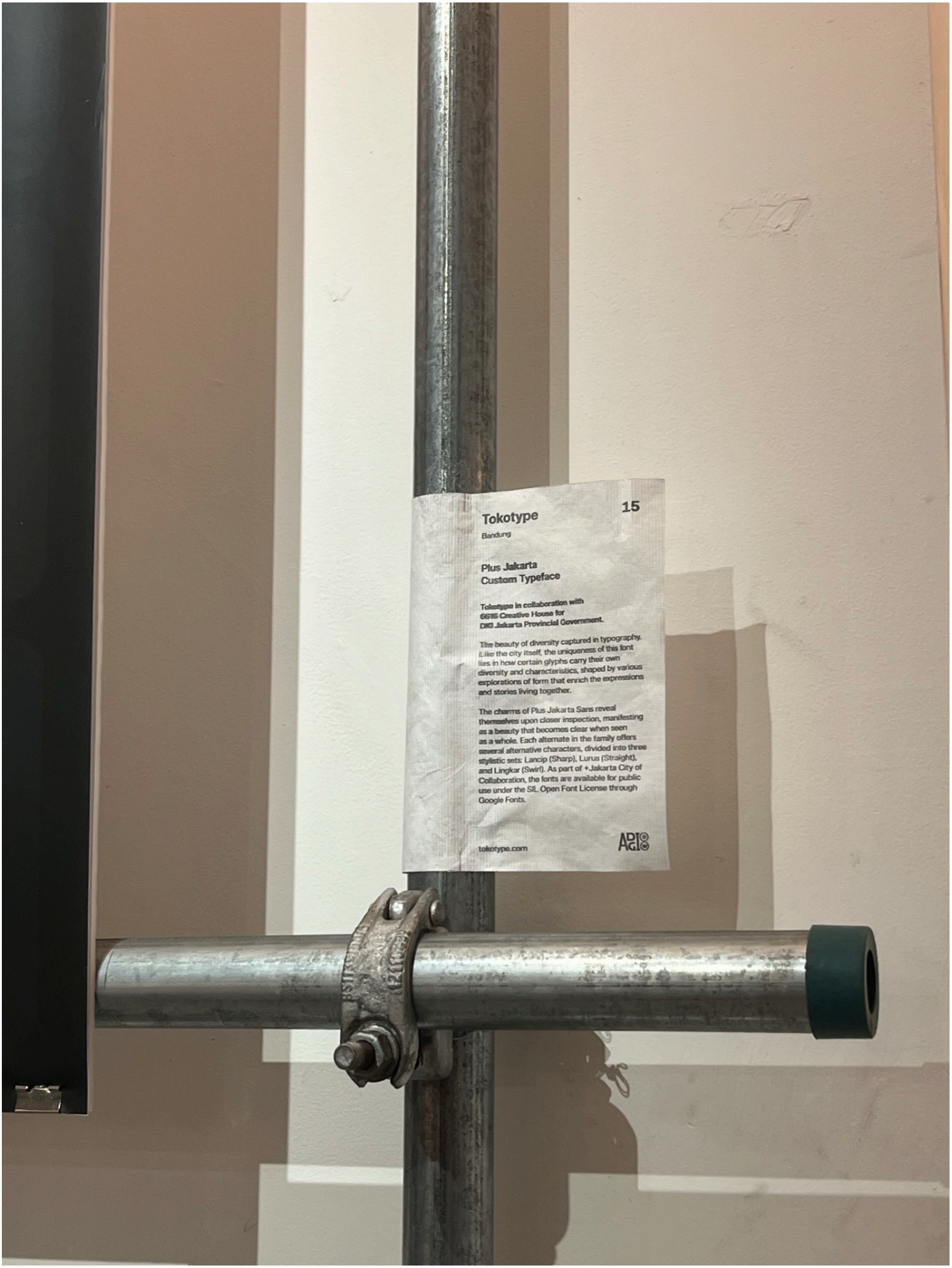

BLACKSAND
(CONDENSED) TYPEFACE
CAP HEIGHT
X-HEIGHT
Hxhy24*
BASELINE
DESCENDER
AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz1234567890

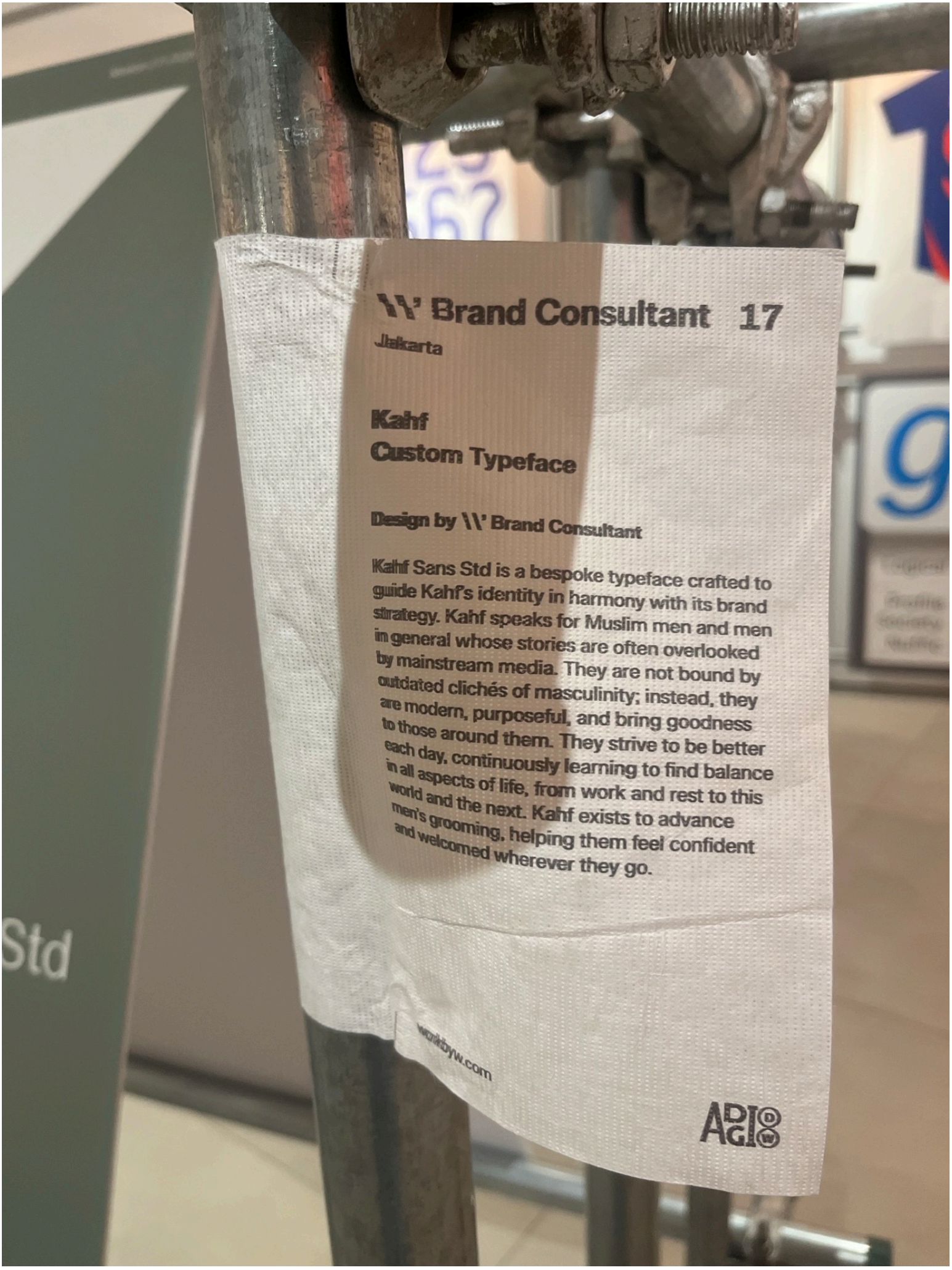
THIS IS SALTYPE EGG SANS
ABCDEFG HIJKLMN OPQRST UVWXYZ 1234567 890.,:;!?@ #%&*-+=
SEC BOWL
SEC BOWL
EGG HAS BAD EGO

Kahf
Kahf Sans Std
Version 2.0 2025
Kahf
Natural Discovery
from Everyday Life
Face Wash
Oil and Acne Care
HydroBalance™
Mediterranean Sage
French Cypress
100ml
www.workbyw.com
Light 300
Regular 400
Bold 700
Medium 5

0123
ABCDEF
Kahf
Letter
Kahf Sans Std
66 Glyphs
AaBbCcDdEe
FfGgHhIiJjKkLl
MmNnOoPpQq
RrSsTtUuVvWw
XxYyZz
Number
0123456789
Symbol
&@?!.:,'"
Face Wash
Sunscreen
Deodorant
Body Wash
Pomade
Hair Powder
Eau de Parfum
Eau de Toilette
Extrait De Parf
22ml
30ml

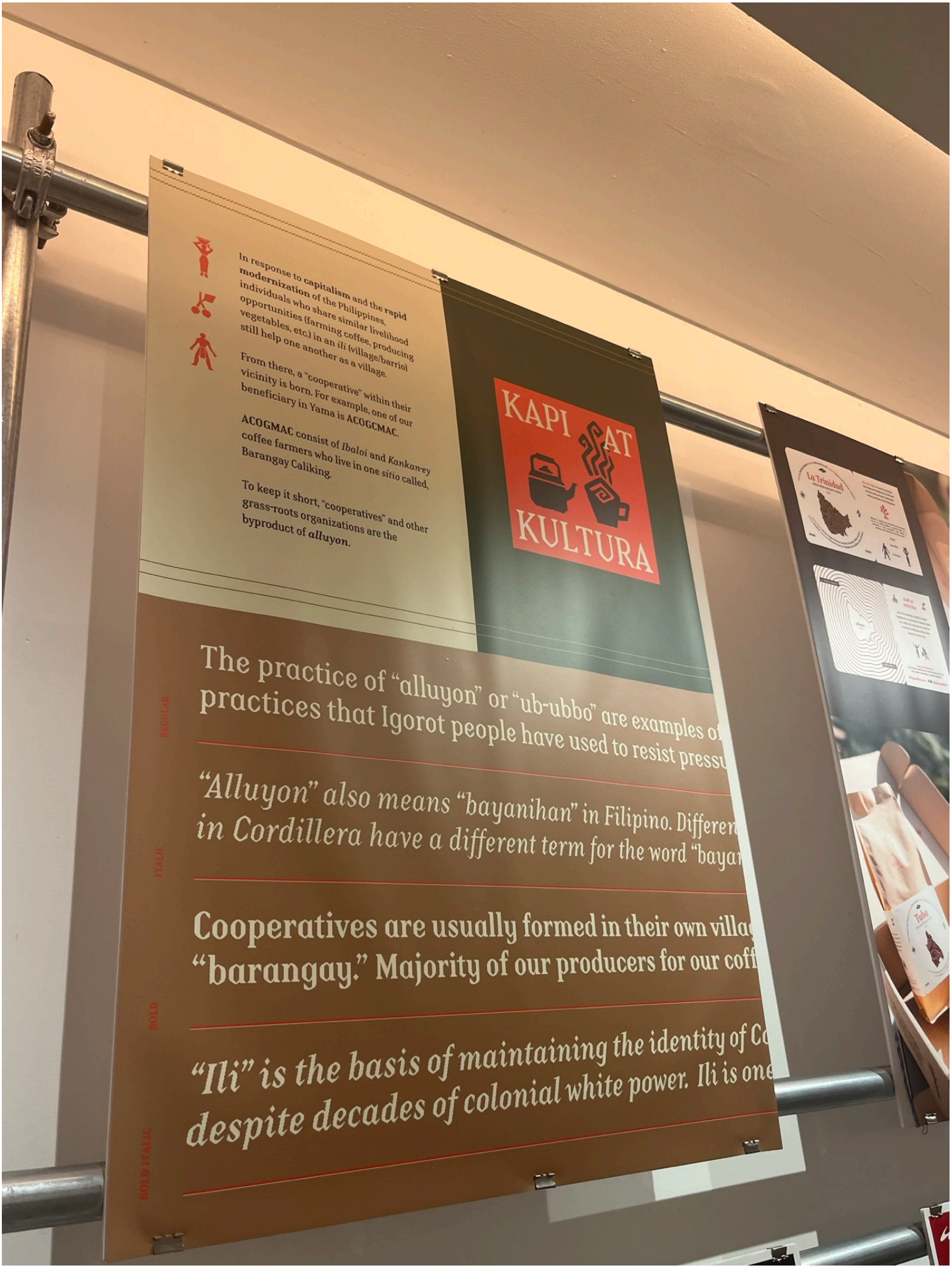

Thinking*Room Inc
14
Jakarta
Secbowl
Custom Typeface
Creative Director: Eric Widjaja
Art Director: Ritter Willy Putra
Designer: Leonardo Laurensius
Saltype Egg Sans is a custom display typeface created for Sec Bowl, a rice bowl brand specializing in salted egg dishes. Inspired by the gooey texture of its signature sauce, the typeface transforms this richness into bold geometric letters with distinctive inktraps that echo the sauce's flow and character.
thinkingroominc.com


Tokotype
15
Bandung
Plus Jakarta
Custom Typeface
Tokotype in collaboration with
66BIS Creative House for
DKI Jakarta Provincial Government.
The beauty of diversity captured in typography.
Like the city itself, the uniqueness of this font
lies in how certain glyphs carry their own
diversity and characteristics, shaped by various
explorations of form that enrich the expressions
and stories living together.
The charms of Plus Jakarta Sans reveal
themselves upon closer inspection, manifesting
as a beauty that becomes clear when seen
as a whole. Each alternate in the family offers
several alternative characters, divided into three
stylistic sets: Lancip (Sharp), Lurus (Straight),
and Lingkar (Swirl). As part of +Jakarta City of
Collaboration, the fonts are available for public
use under the SIL Open Font License through
Google Fonts.
tokotype.com

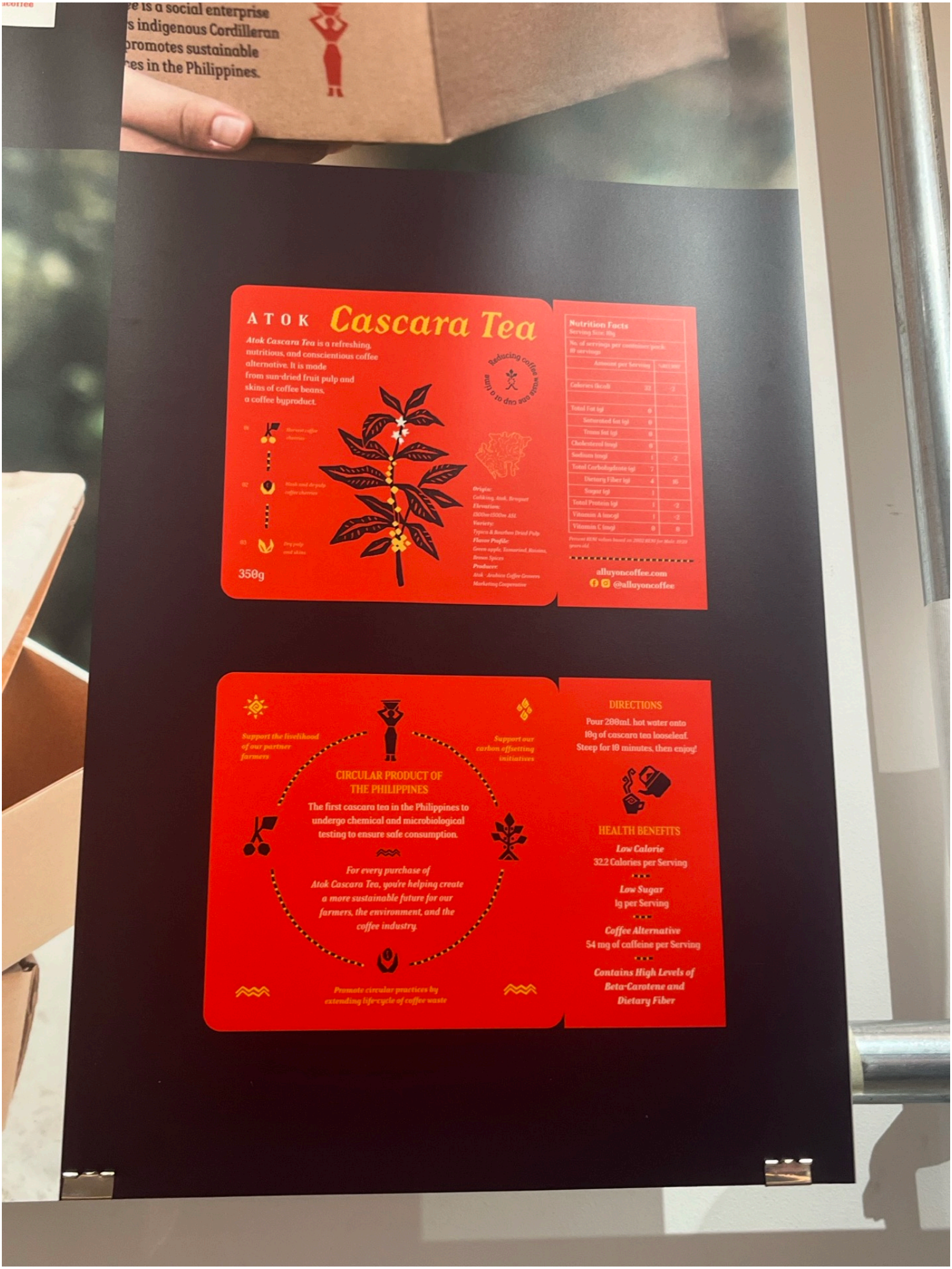

\\' Brand Consultant 17
Jakarta
Kahf
Custom Typeface
Design by \\' Brand Consultant
Kahf Sans Std is a bespoke typeface crafted to guide Kahf's identity in harmony with its brand strategy. Kahf speaks for Muslim men and men in general whose stories are often overlooked by mainstream media. They are not bound by outdated clichés of masculinity; instead, they are modern, purposeful, and bring goodness to those around them. They strive to be better each day, continuously learning to find balance in all aspects of life, from work and rest to this world and the next. Kahf exists to advance men's grooming, helping them feel confident and welcomed wherever they go.
worldbyw.com
Std

Cordillera
Kapi / Coffee
inayan
ili^village
Adiya (Spirit)
Pah'dok River
ULAP + BUNDOK
chontog: mountains
~Apo @ Ancestors
Alluyon is a Kankana-ey term, which means putting together a concerted effort as a community to help accomplish tasks related to farming, such as planting or harvesting crops.
Now, the term translates to our everyday life in Cordillera... a value that transcends life against the constantly changing world. It's an Indigenous value that still withstands colonial powers and trends of modernity.

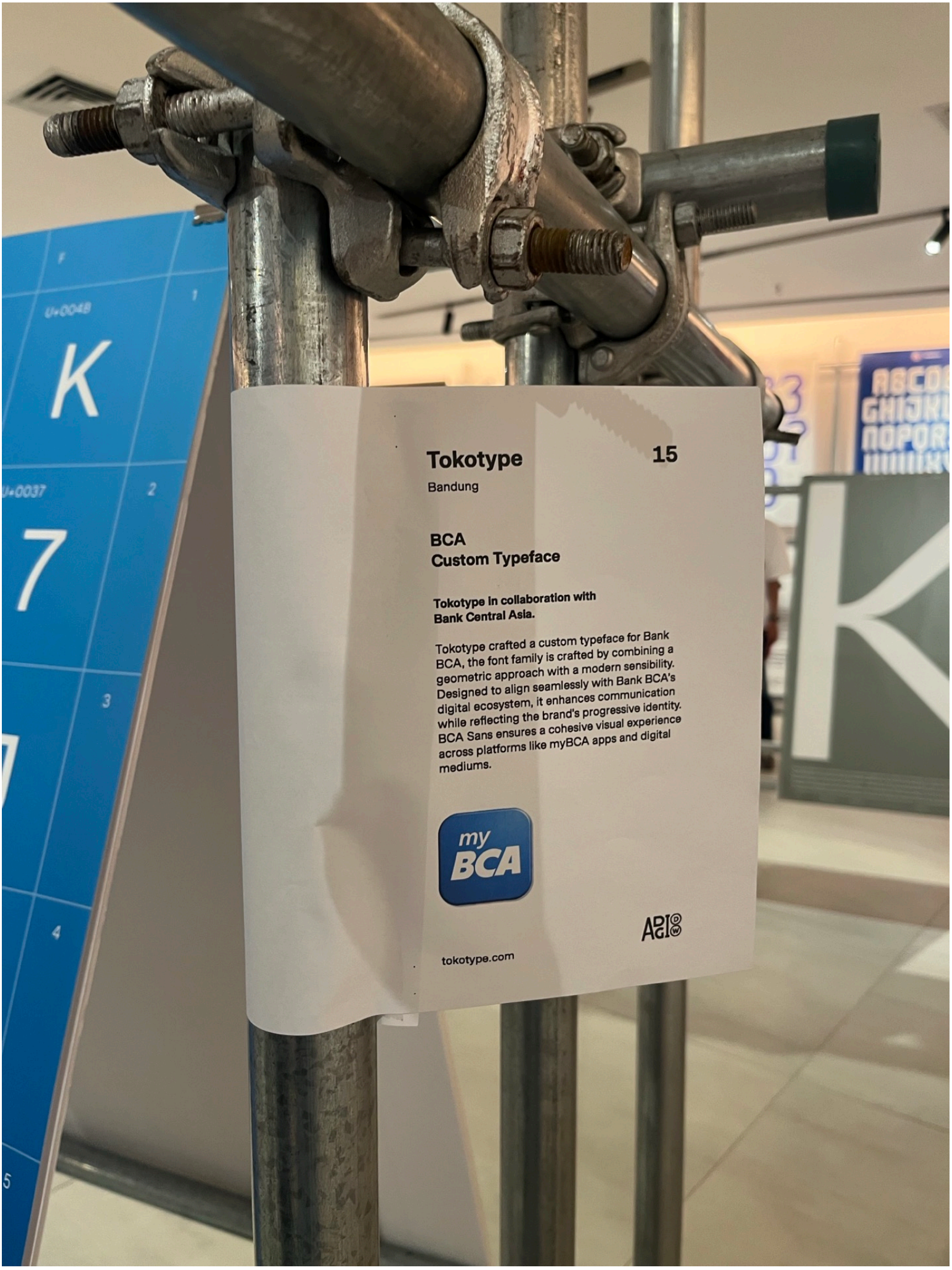
Coffee Root & Fruit Origin
Interconnectedness
nuts, sugar cane, kamote, lychee
HERITAGE COMMUNITY
weaving meaning
APO LOLO LOLA ANCESTOR ELDER
green apple, tamarind, raisins, hint of brown spices
lahat ay magka-ugnay
IBALOI BONTOC KANKANA-EY KALINGA IFUGAO

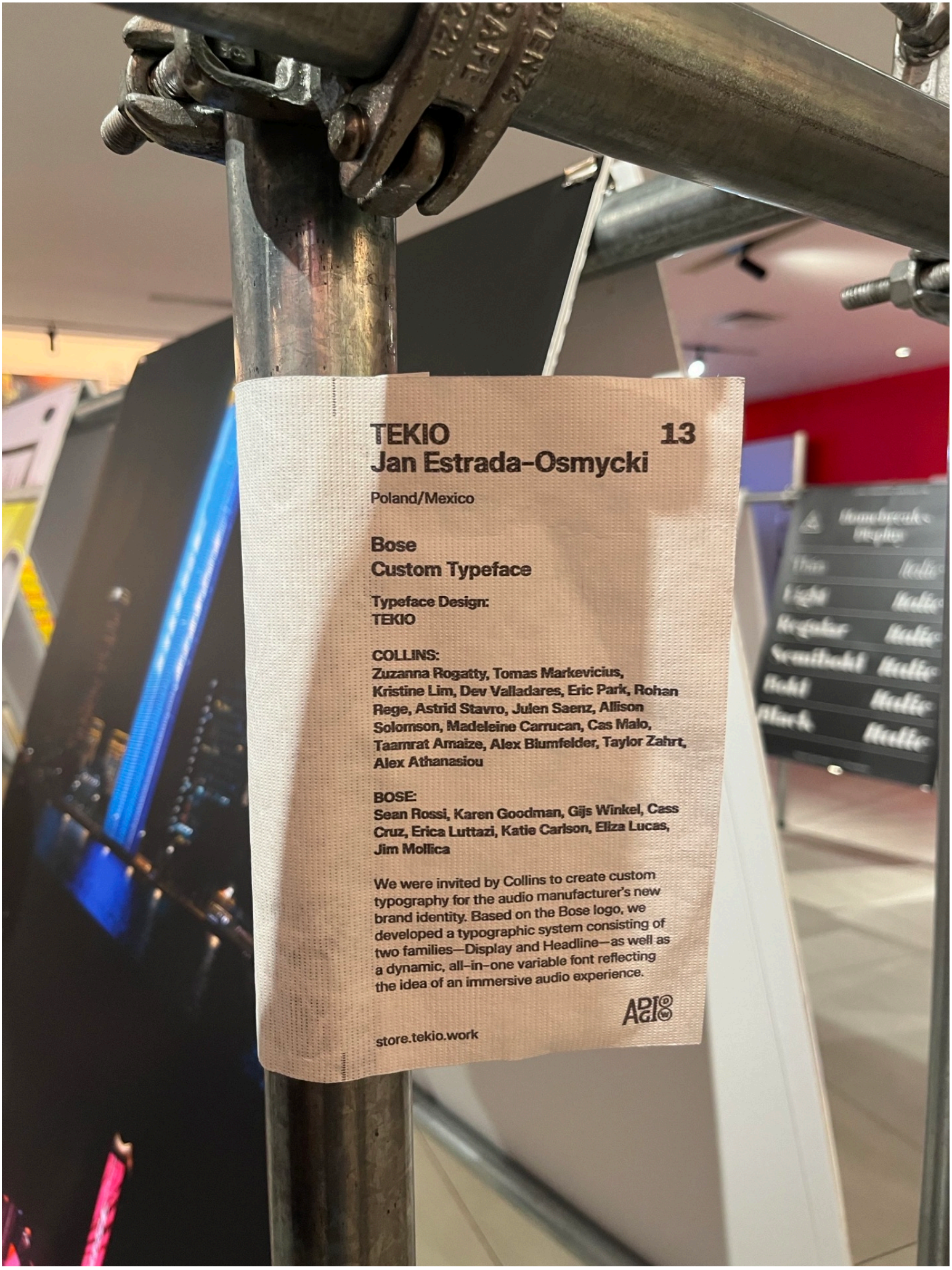

In response to **capitalism** and the **rapid modernization** of the Philippines, individuals who share similar livelihood opportunities (farming coffee, producing vegetables, etc.) in an *ili* (village/barrio) still help one another as a village.
From there, a "cooperative" within their vicinity is born. For example, one of our beneficiary in Yama is **ACOGCMAC**.
ACOGMAC consist of *Ibaloi* and *Kankan-ey* coffee farmers who live in one *sitio* called, Barangay Caliking.
To keep it short, "cooperatives" and other grass-roots organizations are the byproduct of ***alluyon***.
KAPI AT KULTURA
The practice of "alluyon" or "ub-ubbo" are examples of
practices that Igorot people have used to resist pressu
"Alluyon" also means "bayanihan" in Filipino. Differen
in Cordillera have a different term for the word "bayan
Cooperatives are usually formed in their own villa
"barangay." Majority of our producers for our coff
"Ili" is the basis of maintaining the identity of Co
despite decades of colonial white power. Ili is one
REGULAR
ITALIC
BOLD
BOLD ITALIC
La Trinidad
Tuba

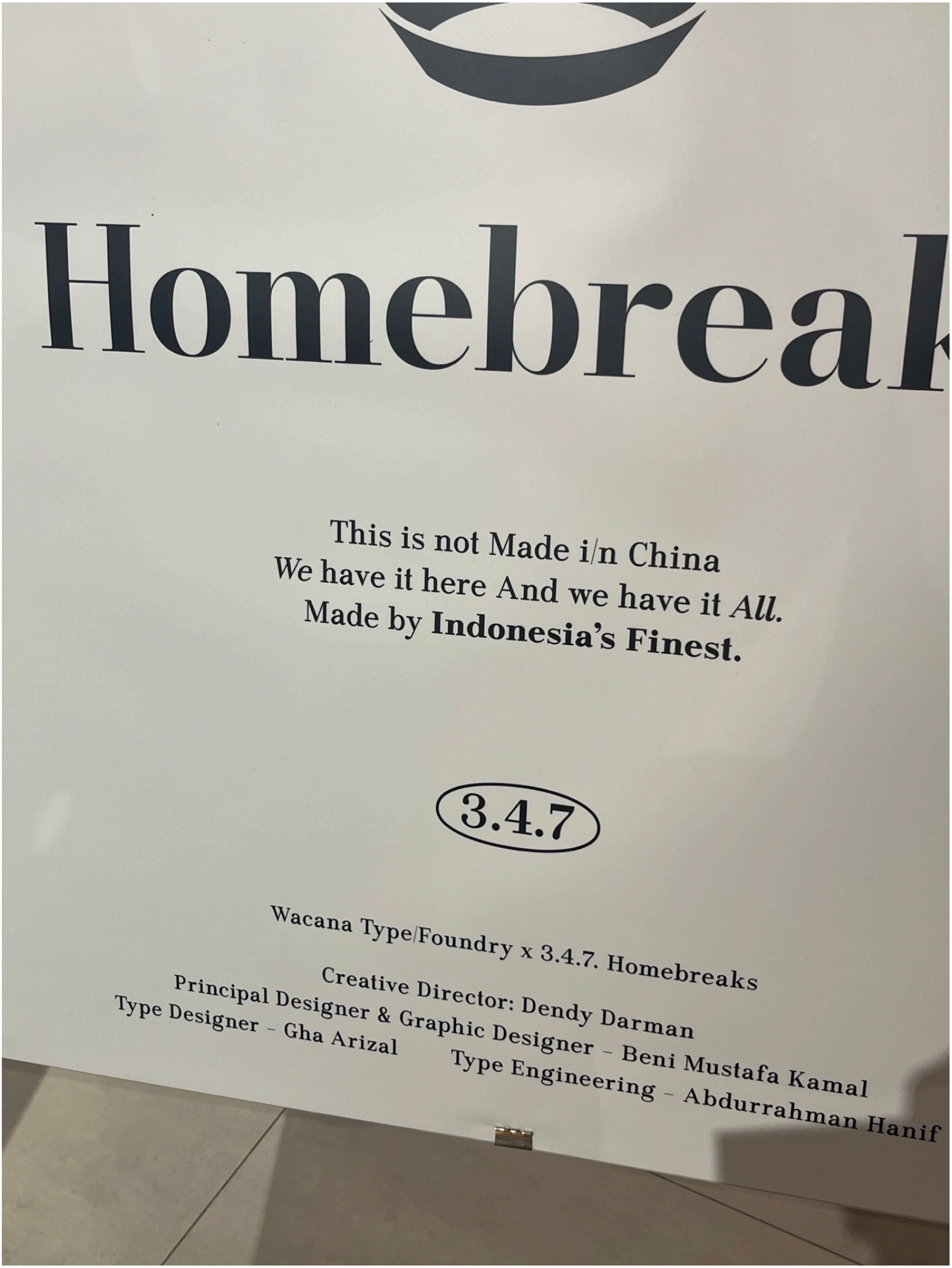
Whoosh
Ngebut Sana Sini, Masih Bisa Rapi.
Siap Pergi Dengan Kecepatan
350 Km/h
Antar Kota Terasa Seperti Antar Tetangga
Ke Bandung Sesingkat Tutup Mata.
#Secepatitu Sampai Tujuan
Tempuh 150km Cuma Setengah Jam.
Siap Pergi Dengan Kecepatan
350 Km/h
Ketemu Keluarga Tiap Weekend?
#LangsungWhoosh
Siap Pergi Dengan Kecepatan
350 Km/h



e is a social enterprise
s indigenous Cordilleran
promotes sustainable
es in the Philippines.
ATOK Cascara Tea
Atok Cascara Tea is a refreshing, nutritious, and conscientious coffee alternative. It is made from sun-dried fruit pulp and skins of coffee beans, a coffee byproduct.
Reducing coffee waste one cup at a time
Origin: Caliking, Atok, Benguet
Elevation: 1300m-1500m ASL
Variety: Typica & Bourbon Dried Pulp
Flavor Profile: Green apple, Tamarind, Raisins, Brown Spices
Producer: Atok - Arabica Coffee Growers Marketing Cooperative
350g
Nutrition Facts
Serving Size: 10g
No. of servings per container/pack: 10 servings
Amount per Serving
Calories (kcal) 32 -2
Total Fat (g) 0
Saturated fat (g) 0
Trans fat (g) 0
Cholesterol (mg) 0
Sodium (mg) 1 -2
Total Carbohydrate (g) 7
Dietary Fiber (g) 4 16
Sugar (g) 1
Total Protein (g) 1 -2
Vitamin A (mcg) 1 -2
Vitamin C (mg) 0 0
alluyoncoffee.com
@alluyoncoffee
Support the livelihood of our partner farmers
Support our carbon offsetting initiatives
CIRCULAR PRODUCT OF THE PHILIPPINES
The first cascara tea in the Philippines to undergo chemical and microbiological testing to ensure safe consumption.
For every purchase of Atok Cascara Tea, you're helping create a more sustainable future for our farmers, the environment, and the coffee industry.
Promote circular practices by extending life-cycle of coffee waste
DIRECTIONS
Pour 200mL hot water onto 10g of cascara tea looseleaf. Steep for 10 minutes, then enjoy!
HEALTH BENEFITS
Low Calorie
32.2 Calories per Serving
Low Sugar
1g per Serving
Coffee Alternative
54 mg of caffeine per Serving
Contains High Levels of Beta-Carotene and Dietary Fiber

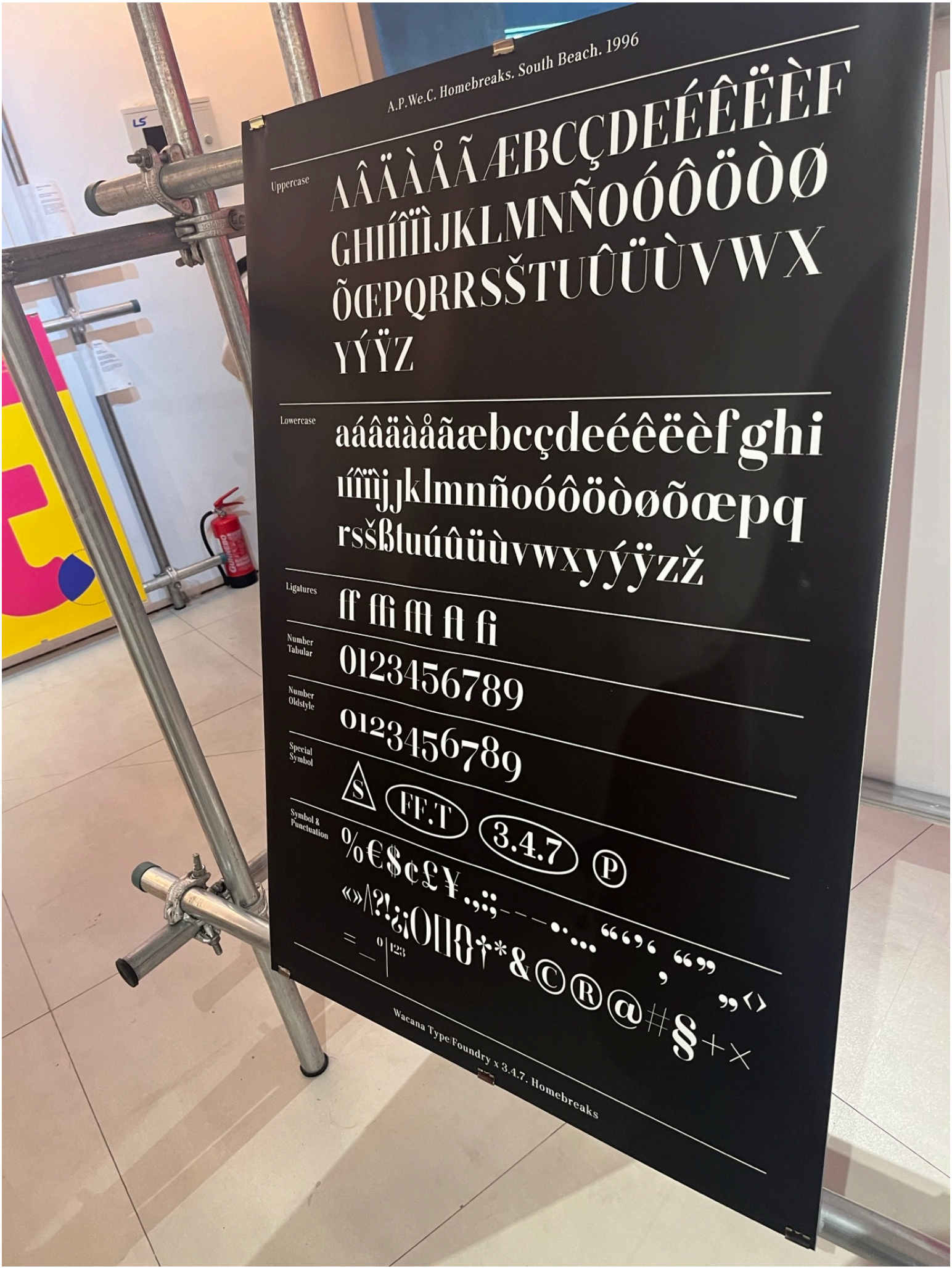

Tokotype
15
Bandung
BCA
Custom Typeface
Tokotype in collaboration with
Bank Central Asia.
Tokotype crafted a custom typeface for Bank BCA, the font family is crafted by combining a geometric approach with a modern sensibility. Designed to align seamlessly with Bank BCA's digital ecosystem, it enhances communication while reflecting the brand's progressive identity. BCA Sans ensures a cohesive visual experience across platforms like myBCA apps and digital mediums.
my BCA
tokotype.com


TEKIO 13
Jan Estrada-Osmycki
Poland/Mexico
Bose
Custom Typeface
Typeface Design:
TEKIO
COLLINS:
Zuzanna Rogatty, Tomas Markevicius, Kristine Lim, Dev Valladares, Eric Park, Rohan Rege, Astrid Stavro, Julen Saenz, Allison Solomson, Madeleine Carrucan, Cas Malo, Taamrat Amaize, Alex Blumfelder, Taylor Zahrt, Alex Athanasiou
BOSE:
Sean Rossi, Karen Goodman, Gijs Winkel, Cass Cruz, Erica Luttazi, Katie Carlson, Eliza Lucas, Jim Mollica
We were invited by Collins to create custom typography for the audio manufacturer's new brand identity. Based on the Bose logo, we developed a typographic system consisting of two families—Display and Headline—as well as a dynamic, all-in-one variable font reflecting the idea of an immersive audio experience.
store.tekio.work


Homebreak
This is not Made i/n China
We have it here And we have it *All.*
Made by **Indonesia's Finest.**
3.4.7
Wacana Type/Foundry x 3.4.7. Homebreaks
Creative Director: Dendy Darman
Principal Designer & Graphic Designer – Beni Mustafa Kamal
Type Designer – Gha Arizal
Type Engineering – Abdurrahman Hanif

Italic
3.4.7
P
C
FF.T
This is not
Made in China

A.P.We.C. Homebreaks, South Beach, 1996
Homebreaks
Display
Thin
Italic
Light
Italic
Regular
Italic
Semibold
Italic
Bold
Italic
Black
Italic
Warsaw Type Foundry • 3,4,7, Homebreaks


A.P.We.C. Homebreaks. South Beach. 1996
Uppercase
AÂÄÀÅÃÆBCÇDEÉÊËÈF
GHIÍÎÏÌJKLMNÑOÓÔÖÒØ
ÕŒPQRRSŠTUÛÜÙVWX
YÝŸZ
Lowercase
aáâäàåãæbcçdeéêëèfghi
íîïìjjklmnñoóôöòøõœpq
rsšßtuúûüùvwxyýÿzž
Ligatures
ff ffi fft ft fi
Number Tabular
0123456789
Number Oldstyle
0123456789
Special Symbol
S
FF.T
3.4.7
P
Symbol & Punctuation
%€$¢£¥.,:;---•...“‘’‘,“”,”‹›
«»^?!¿¡OΠΩ†*&©®@#§+×
Wacana Type Foundry x 3.4.7. Homebreaks

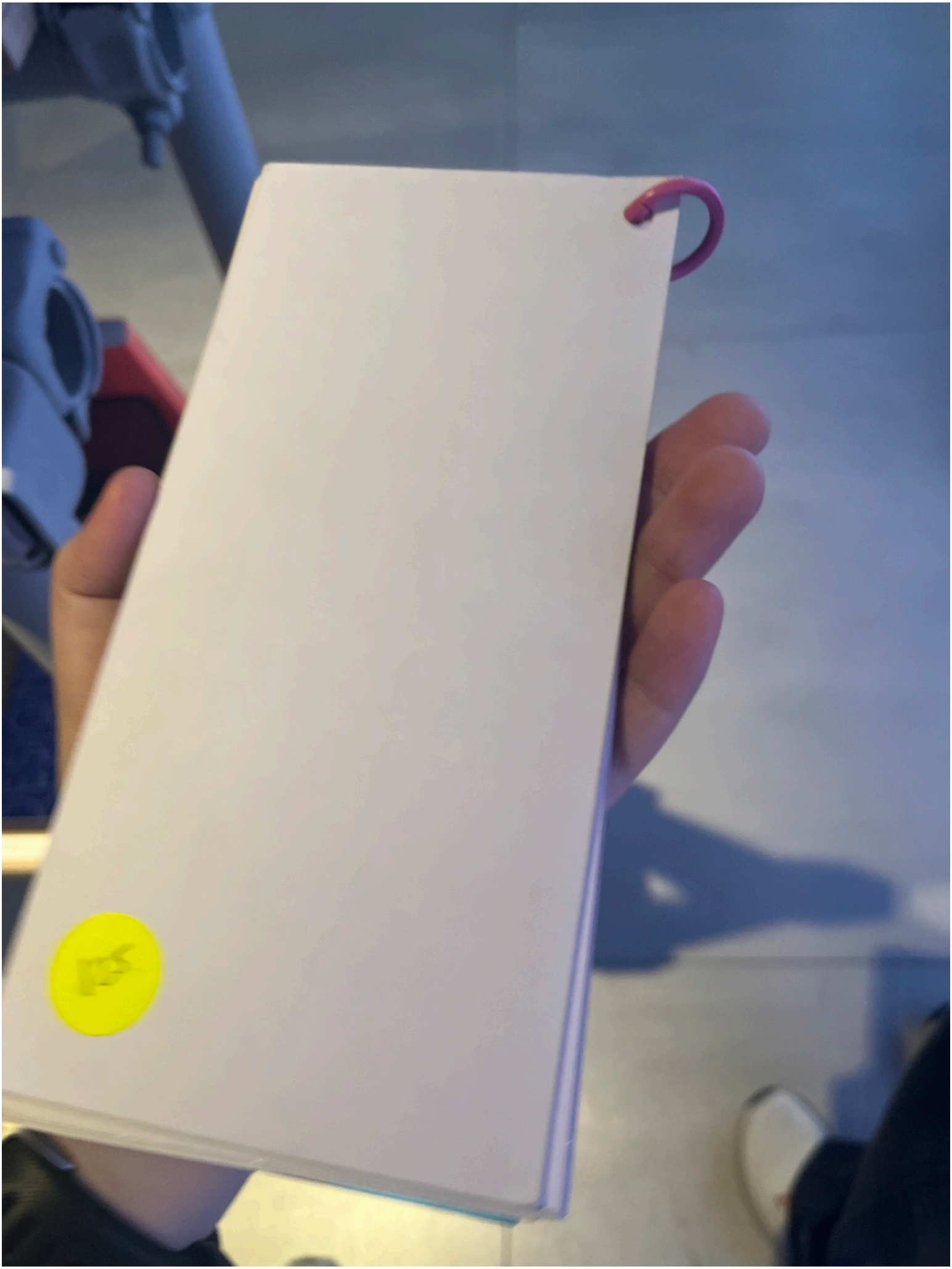
Sparks
DISCOTEQUE
Borders & HMV
"Far East Plaza"
Wisma Atria
Buskers in the Underpass
Skatepark@Scape
Ion (Orchard)
Shopping lor
Taka{shimaya}
Apple Store
Design Orchard
*Scape
ORCHARD IS
AVANT
THE WORLD is a BETTER PLACE WITH YOU
Stay FRUITY
SOME THING
IS ALWAYS
Have a Really,
ORCHARD SUCKS!
BUT I LOVE IT
Pick Up
Bold Italic
385pt
Mini Cargo
Medium
385pt
Tariff Check
Light Italic
385pt
Smartbox
Black
385pt
Shareform
anteraja

Sparks
DISCOTEQUE
Borders & HMV
"Far East Plaza"
Wisma Atria
Buskers in the Underpass
Skatepark@Scape
Ion (Orchard)
Shopping lor
Taka{shimaya}
Apple Store
Design Orchard
*Scape
ORCHARD IS
AVANT
Whaa@t!?
THE WORLD is a BETTER PLACE WITH YOU
Stay FRUITY
SOME THING
IS ALWAYS
Have a Really,
ORCHARD SUCKS!
BUT I LOVE IT
Pick Up
Bold Italic
385pt
Mini Cargo
Medium
385pt
Tariff Check
Light Italic
385pt
Smartbox
385pt
Shareform
Regular Italic
385ptv
anteraja
This typeface extends the brand's visual identity by drawing inspiration from the logo's details and translating them into the structure of each letterform—allowing the brand's character and personality to come through in every shape

Sparks
DISCOTEQUE
Borders & HMV
"Far East Plaza"
Wisma Atria
Buskers in the Underpass
Skatepark@Scape
Ion (Orchard)
Shopping lor
Taka{shimaya}
Apple Store
Design Orchard
*Scape
ORCHARD IS
AVANT GARDE
ORCHARD SUCKS!
BUT I LOVE IT
Pick Up
Bold Italic
385pt
Mini Cargo
Medium
385pt
Tariff Check
Light Italic
385pt
Smartbox
Black
385pt
anteraja

Brand type

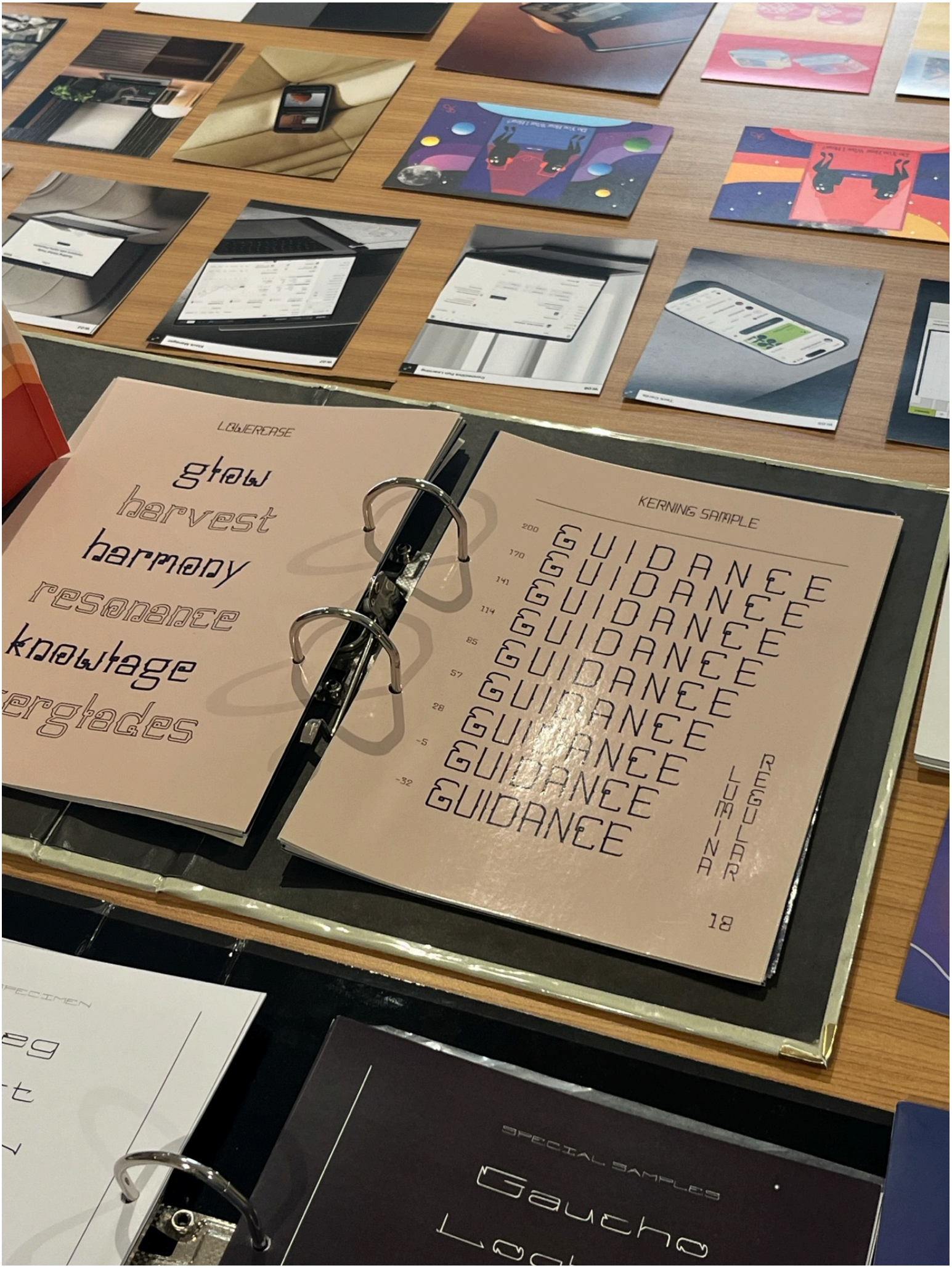
Karsa Mono
Type Spec-
-imen
PUBLISHED BY Wacana TypeFoundry
GLYPH 327
RELEASE DATE 2024



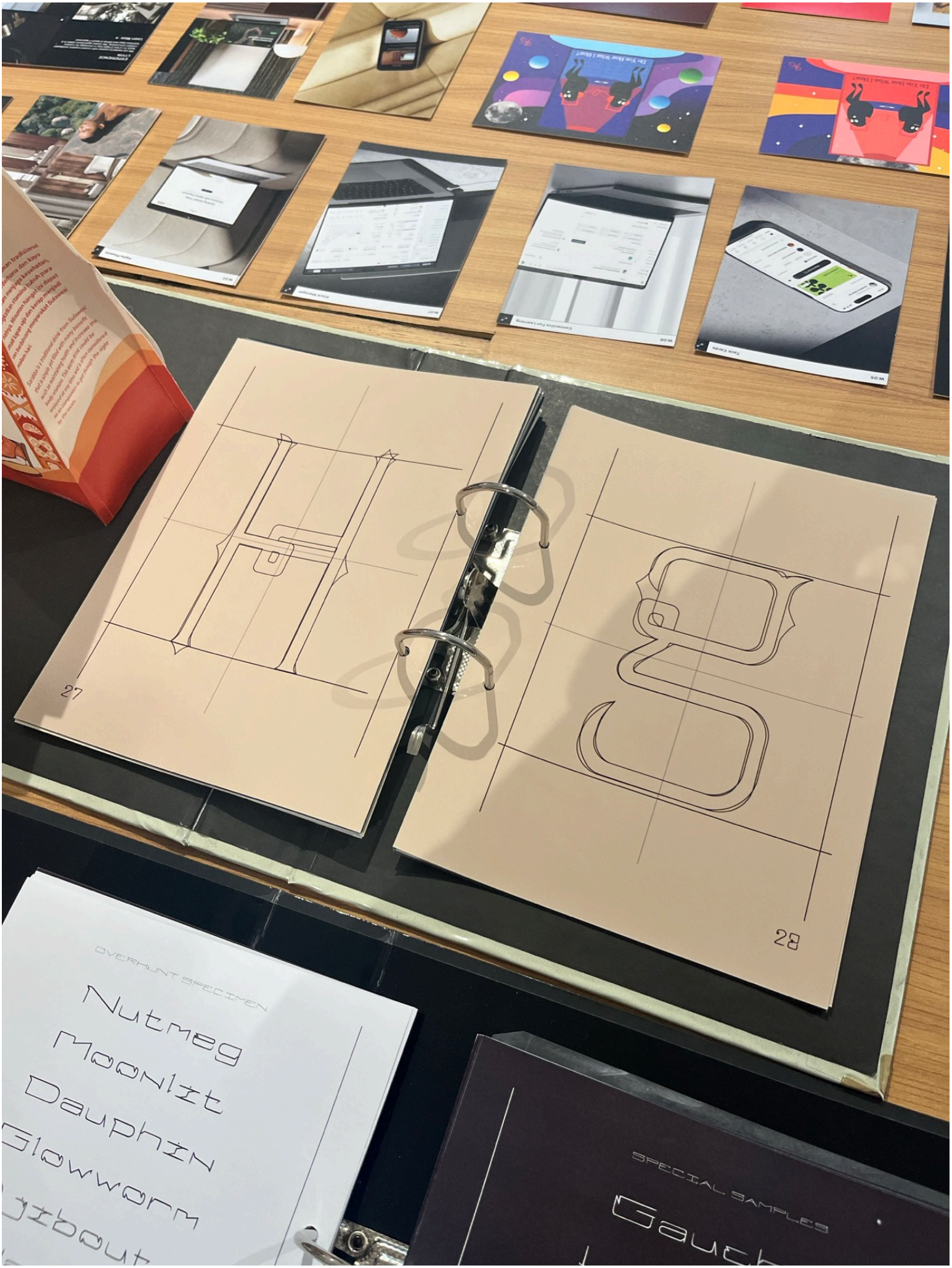
IKJ → IKJ
Seni Rupa & Desain
REDESIGN LOGO IKJ TAHUN 2019
FYI!
KITA GAK JADI PINDAH KE KOTA TUA,
XOXO
GRID! GRID!
Graphic Design & Interactive
Visual Narrative
Motion Design & Digital Animation
PEMINATAN
PEMINATAN
PEMINATAN
desain komunikasi visual IKJ
Deskov Poster 2026.ai* @ 100% (CMYK/GPU Preview)
Transparent
Angle

IKJ → IKJ
Seni Rupa & Desain
REDESIGN LOGO IKJ TAHUN 2025
Graphic Design & Interactive
Pemintan ini membekali mahasiswa dalam belajar membaca dunia—mengenali perubahan, menangkap cerita kota, lalu mengubahnya menjadi ide komunikasi yang bermakna. Dengan tipografi, ilustrasi, fotografi, dan elemen grafis lainnya, mereka merancang identitas, kampanye, dan solusi visual yang hidup di media cetak maupun digital. Setiap proses melatih kepekaan, kreativitas, dan kemampuan berpikir kritis, membentuk mereka menjadi kreator muda yang siap menjawab tantangan zaman.
FYI!
KITA GAK JADI PINDAH KE KOTA TUA,
XOXO
PEMINATAN
Visual Narrative
PEMINATAN
desain komunikasi visual IKJ
PEMINATAN
GRID | GRID |

Creative Playground
ABCDEFGHIKJLMNOPQRSTUVWXYZ
abcdefghikjlmnopqrstuvwxyz
ABCDEFGHIKJLMNOPQRSTUVWXYZ
POT LUCK
Design Exhibition
SCAN ME!
GRID! GRID!
Graphic Design & Interactive
Visual Narrative
Motion Design & Digital Animation
PEMINATAN


LOWERCASE
glow
harvest
harmony
resonance
knowtage
KERNING SAMPLE
200 GUIDANCE
170 GUIDANCE
141 GUIDANCE
114 GUIDANCE
85 GUIDANCE
57 GUIDANCE
28 GUIDANCE
-5 GUIDANCE
-32 GUIDANCE
LUMINA REGULAR
18
SPECIMEN
SPECIAL SAMPLES
Gaucho

knowtage
everglades
GUIDANCE
Nutmeg
Gaucho
Logbook
Torque
Kowboj
Enrolled
Bathhouse
Arroz
Buzzing
Yeoman
Xerxes


27
28
OVERHUNT SPECIMEN
Nutmeg
Moonlit
Dauphin
Glowworm
SPECIAL SAMPLES

Graphic Standard Manual
Denassa Tourism Village
Buku panduan
I hold space for joy and sadness
Ideating
Sign
Penunjuk arah ke lorong telur dan campuran
Telur
Beras
Penanda arah ke area Sayur / Rempah
Sayur/ Rempah
Layouting
Telur
Eggs
Beras
Rice
Penunjuk arah ke lorong telur dan campuran

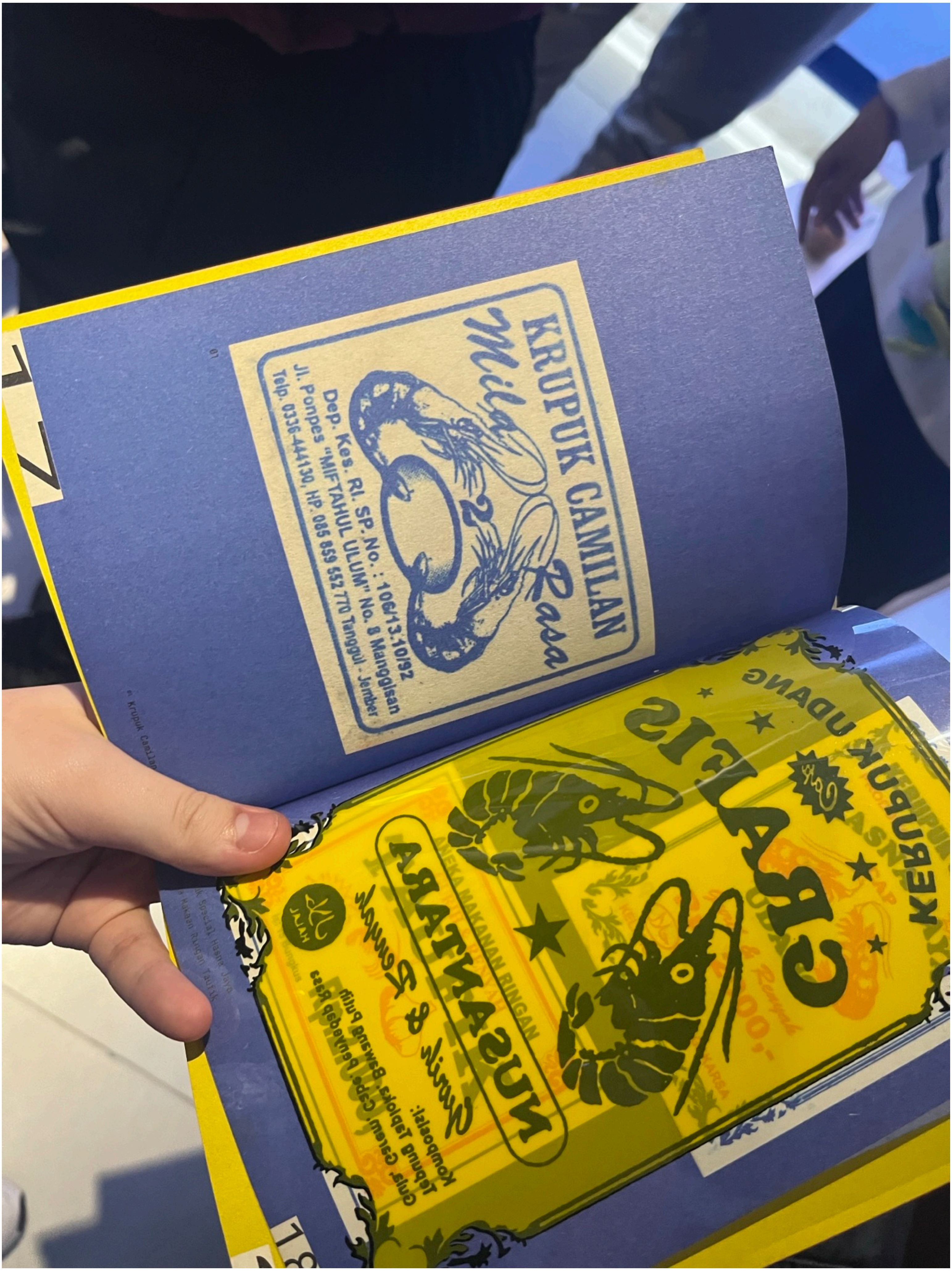
GAMELAN FESTIVAL
GAMELAN! FEST
2025
ARTIST
GAMELAN! FEST
2025
STAFF
62
GAMELAN FESTIVAL
GEMA STAGE
2-8
03/2025
@SULTAN CONVENTION CENTER
TICKET PASS
10980-987
GAMELAN FESTIVAL
TICKET PASS
10980-987
SWARA STAGE
2-8
03/2025
@SULTAN CONVENTION CENTER
GAMELAN FESTIVAL
GAMELAN FESTIVAL
63

APPLICATION
BPOM
EST. 1976
HALAL
FROZEN FOOD
PEMPEK BAYO
ASLI PALEMBANG
Net 700gr
CUKO
PEMPEK BAYO
ASLI PALEMBANG
EST. 1976
PEMPEK BAYO
OPEN
ASLI PALEMBANG
PEMPEK BAYO
KEMASAN TAKE AWAY
ASLI PALEMBANG
PEMPEK BAYO
ISI LENJER
300gr
JANGAN DITERIMA BILA SEGEL RUSAK
CUSTOMER SERVICE:
28

TYPE DESIGN CLUB
THE DESIGN TALENTS
THE DESIGN TALENTS
The Design Talents bridges design education and the professional world, connecting graduates, clients, and institutions to address Indonesia's growing designer surplus and strengthen the link between learning, opportunity, and industry practice.

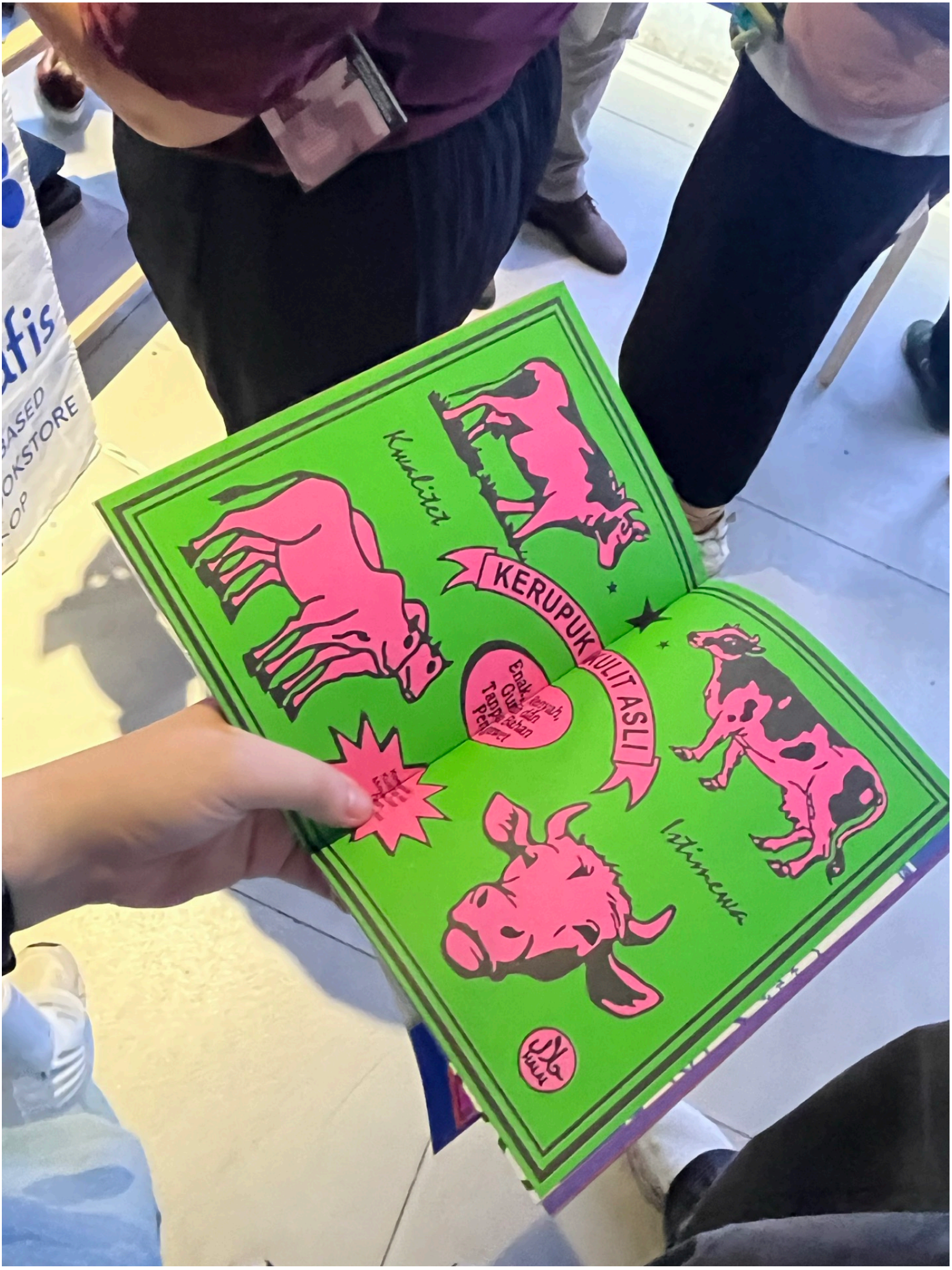
TYPE DESIGN CLUB
THE DESIGN TALENTS
THE DESIGN TALENTS
The Design Talents bridges design education and the professional world, connecting graduates, clients, and institutions to address Indonesia's growing designer surplus and strengthen the link between learning, opportunity, and industry practice.

47
KERUPUK & MACARONI
RIFAL JAYA
GURIH & PEDAS
Rp. 1000
ANEKA MAKANAN
CAP APEL
PRODUK : SINAR HIDUP
CIKONEPO - CIAMIS
ANEKA CEMILAN
GURIH
MS
RENYAH
Produksi :
MULYA SARI
Rp. 1.000
KERUPUK SARI RASA
HSRD
PERDANA
GURIH & RENYAH
PRODUKSI OLEH : HSRD
ANEKA MAKANAN RINGAN
Isi
15 bks
Enak
dan
Renyah
Rp.2.000,-
AZKA SAPUTRA
Diproduksi : Nana. S
ANEKA MACAM-MACAM KERUPUK
DUA SAHABAT
RENYAH & GURIH
100% HALAL
RP : 1.000,-
MELAYANI :
ANEKA MACAM KERUPUK
ANEKA KERUPUK
LA
PUTRA
Rp.2000,-
PRODUKSI : DIMAS CIKONENG - CIAMIS
MAKANAN RINGAN
Stick
Cap
Capung
Rp. 1000,-
Isi 12 Pcs
ANEKA KERUPUK
CINTA RASA
ENAK, GURIH, RENYAH
POPCORN
Rp.1000
BINTANG MAS
Rasa :
- Melon
- Pandan
- Anggur
- Strawberry
TEPO SLIRO
PRODUKSI BM TANGERA
PUTRI PANTURA
MENYEDIAKAN
ANEKA MACAM CEMILAN
RP.2.000
ISI
20 BKS
PRODUKSI:
DENDY PUTRA
KRUPUK TELOR
CAP
MITRA
USAHA
BOGA RASA
RENYAH - GURIH - NIKMAT
47
48

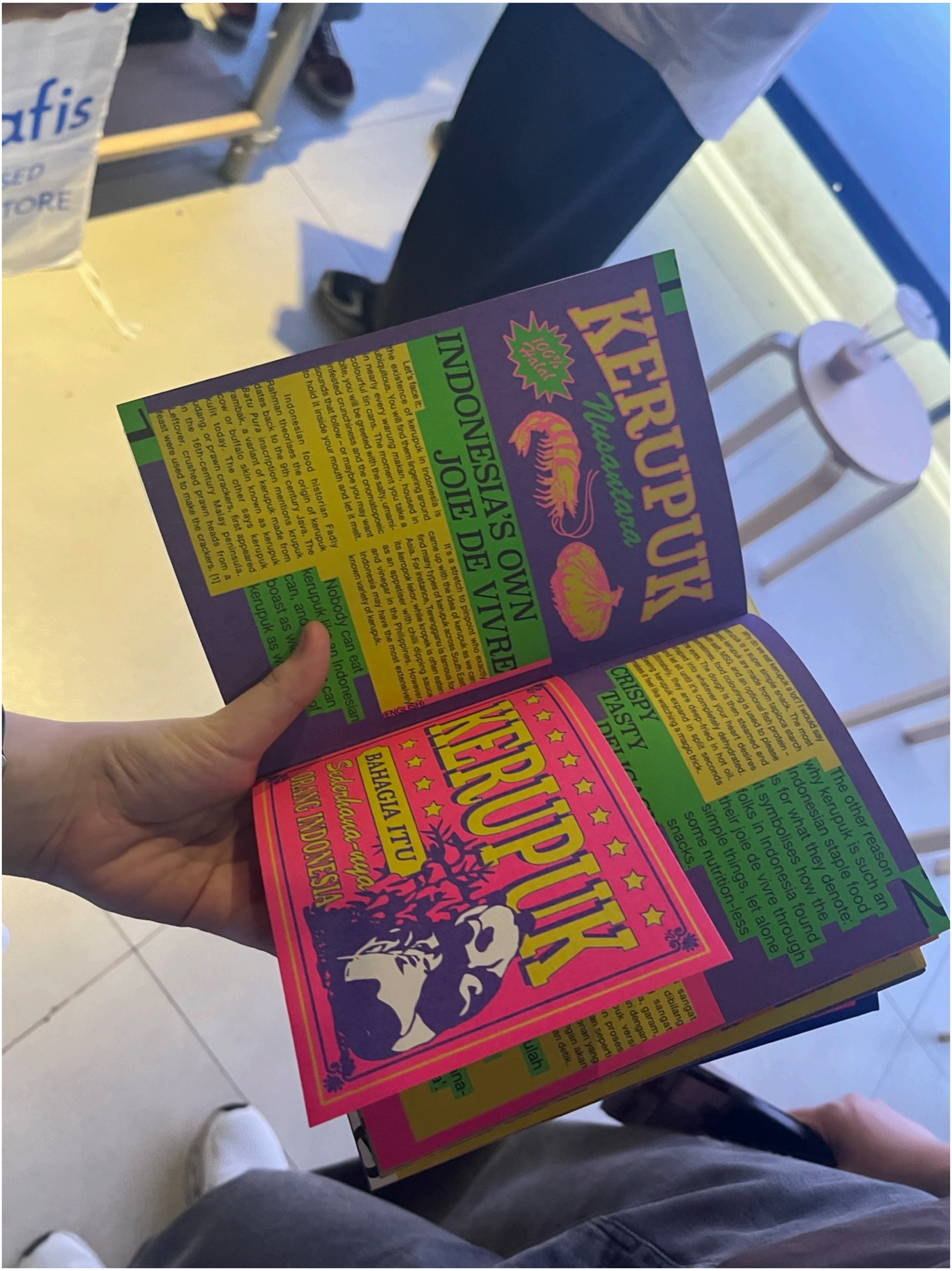

KRUPUK CAMILAN
Mila 2 Rasa
Dep. Kes. RI. SP. No. : 106/13.10/92
Jl. Ponpes "MIFTAHUL ULUM" No. 8 Manggisan
Telp. 0336-444130, HP. 085 859 552 770 Tanggul - Jember

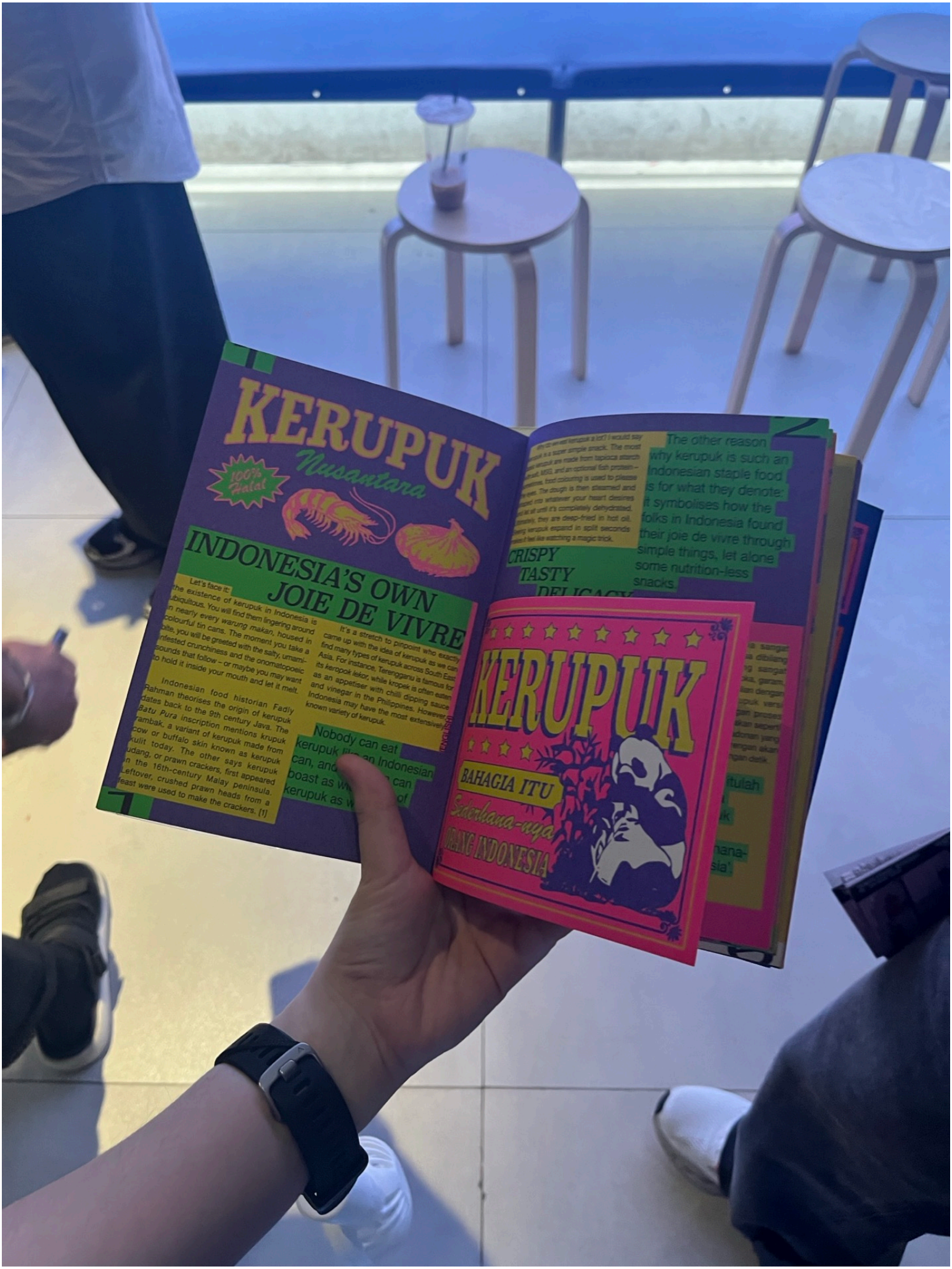
ANEKA MAKANAN
HIKMAH RASA
ENAK, RENYAH & GURIH
Kel. Jagakarsa
Jakarta Selatan
Rp 1000
04
KERUPUK SPESIAL
DEDI JAYA
GURIH
RENYAH
BARU
Kec. Jagakarsa
Rp. 2.000
HALAL
05
KERUPUK UDANG
HALAL
HALAL
RASA DUA UDANG
ENAK, GURIH & RENYAH
Produksi
AYU PUTRI BANYUMAS
SIUP. 5340/1.824.221/090
06
Kerupuk Udang Ayu Putri Banyumas

Kwalitet
KERUPUK KULIT ASLI
Istimewa


KERUPUK KULIT ASLI
Istimewa

KERUPUK KULIT ASLI
Komposisi :
Kulit Sapi,
Minyak Sayur,
Garam,
Penyedap Rasa
Enak, Renyah, Gurih dan Tanpa Bahan Pengawet
Rp.2000,-
SUKA HATI
KERUPUK KULIT SAPI ASLI
MJ
MOTEKAR JAYA
#PELANGGAN QU PAHLAWAN QU
HP. 0812 9049 0690
KERUPUK KULIT SAPI ASLI
MJ
Komposisi :
Kulit Sapi,
Minyak Sayur,
Garam,
Penyedap Rasa
Rp.5.000,-
MOTEKAR JAYA
PRODUK : MJ JAKARTA
PELANGGAN QU PAHLAWAN QU


KERUPUK
Nusantara
100% Halal
INDONESIA'S OWN JOIE DE VIVRE
CRISPY
TASTY
The other reason why kerupuk is such an Indonesian staple food is for what they denote: it symbolises how the folks in Indonesia found their joie de vivre through simple things, let alone some nutrition-less snacks.
KERUPUK
BAHAGIA ITU
Sederhana-nya
ORANG INDONESIA


KERUPUK
Nusantara
100% Halal
INDONESIA'S OWN
JOIE DE VIVRE
Let's face it:
the existence of kerupuk in Indonesia is
ubiquitous. You will find them lingering around
in nearly every warung makan, housed in
colourful tin cans. The moment you take a
bite, you will be greeted with the salty, umami-
infested crunchiness and the onomatopoeic
sounds that follow – or maybe you may want
to hold it inside your mouth and let it melt.
Indonesian food historian Fadly
Rahman theorises the origin of kerupuk
dates back to the 9th century Java. The
Batu Pura inscription mentions krupuk
rambak, a variant of kerupuk made from
cow or buffalo skin known as kerupuk
kulit today. The other says kerupuk
udang, or prawn crackers, first appeared
in the 16th-century Malay peninsula.
Leftover, crushed prawn heads from a
feast were used to make the crackers. (1)
It's a stretch to pinpoint who exactly
came up with the idea of kerupuk as we can
find many types of kerupuk across South East
Asia. For instance, Terengganu is famous for
its keropok lekor, while kropek is often eaten
as an appetiser with chilli dipping sauce
and vinegar in the Philippines. However,
Indonesia may have the most extensively
known variety of kerupuk.
Nobody can eat
kerupuk
can, and
boast as
kerupuk as
The other reason
why kerupuk is such an
Indonesian staple food
is for what they denote:
it symbolises how the
folks in Indonesia found
their joie de vivre through
simple things, let alone
some nutrition-less
snacks.
CRISPY
TASTY
KERUPUK
BAHAGIA ITU
Sederhana-nya
ORANG INDONESIA

RIFAL JAYA
GURIH & PEDAS
Rp. 1000
ANEKA MAKANAN
CAPAPEL
ANEKA MAKANAN RINGAN
AZKA SAPUTRA
Diproduksi : Nana. S
ANEKA KERUPUK
CINTA RASA
GURIH, RENYAH
DUA SAHABAT
ANEKA CEMILAN
MS
Rp. 1.000
PERDANA
POPCORN
BINTANG MAS
ANEKA KERUPUK
LA
PUTRA
PUTRI PANTURA
MENYEDIAKAN
ANEKA MACAM CEMILAN
PRODUKSI:
BENDY PUTRA
MARANAN RINGAN
KRUPUK TELOR
48

PARAGONCORP

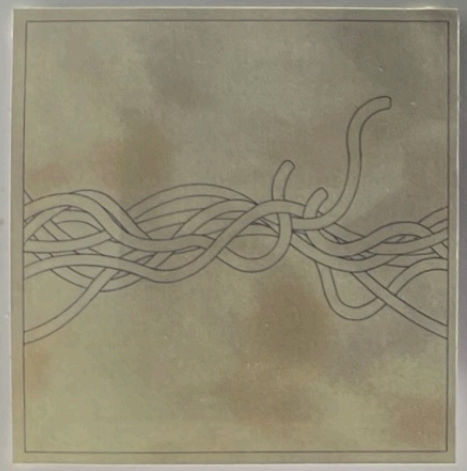
Taste the Essence of Our Creative Design Journey

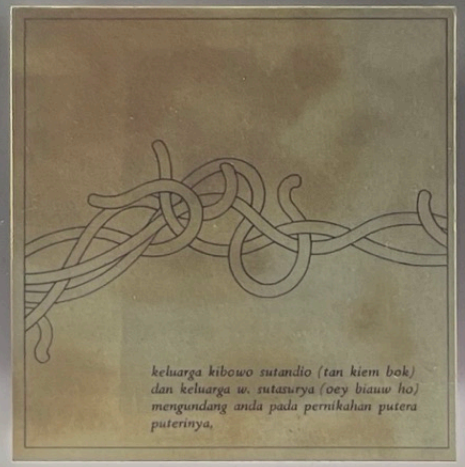
Experience the full flavor of ParagonCorp's creative design journey, where every detail is crafted to inspire and ignite new ideas. Check this link below to learn more.

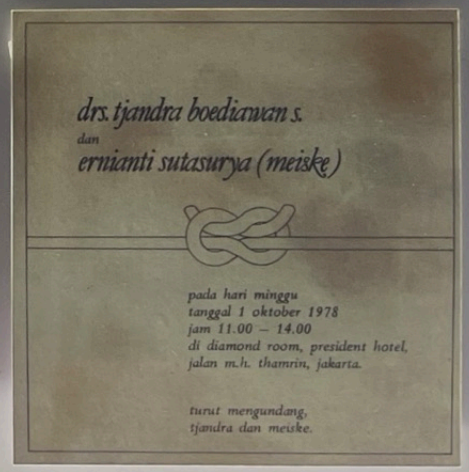
bit.ly/ParagonDesignStory

SPECTRA INC.
hanny kardinata
SPECTRA INC.

SPECTRA INC.
publisher of
the annual guide book
to restaurants in jakarta
hanny kardinata
art director
medan merdeka timur 14 flat 18
p.o. box 4464 jkt.
jakarta pusat
SPECTRA INC.
publisher of
the annual guide book
to restaurants in jakarta
johannes tan
editor-in-chief
medan merdeka timur 14 flat 18
p.o. box 4464 jkt.
jakarta pusat

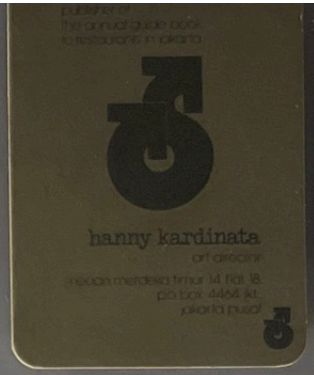



keluarga kibowo sutandio (tan kiem bok)
dan keluarga w. sutasurya (oey biauw ho)
mengundang anda pada pernikahan putera
puterinya,


drs. tjandra boediawan s.
dan
ernianti sutasurya (meiske)

pada hari minggu
tanggal 1 oktober 1978
jam 11.00 – 14.00
di diamond room, president hotel,
jalan m.h. thamrin, jakarta.

turut mengundang,
tjandra dan meiske.



ONESIA
MEMAKNAI PROFESI MELALUI WIRAUSAHA KOLABORATIF

VER
SUS

DGI percaya bahwa sejarah desain grafis Indonesia kaya akan peristiwa-peristiwa pemberdayaan profesi yang dibangun berdasarkan kerjasama erat antar pelaku-pelaku yang bersifat kekeluargaan. Diawali dari angkatan 1970, pelaku desain grafis saat itu tidak banyak, namun memiliki semangat berkegiatan, berkumpul, dan berserikat melampaui batasan dan tantangan yang nyata. Tiap dekade dan angkatan-angkatan baru yang muncul meneruskan semangat ini hingga sekarang. DGI menemukan sikap dan semangat yang sama di tiap kegiatan, kepercayaan diri atas kebanggaan yang hadir di jiwa pelaku-pelaku desain grafis Indonesia. Namun, percaya diri dan semangat tidak akan timbul dengan sendirinya—sikap-sikap tersebut harus dipicu oleh pemahaman antar desainer grafis itu sendiri, mengenai profesi, lingkungan budaya, dan masyarakat.

DGI didirikan atas keinginan untuk berbagi catatan beragam peristiwa desain grafis yang patut untuk dibanggakan, pantas menjadi lebih dari catatan sejarah, namun diolah secara pribadi oleh pelaku desain grafis menjadi aka—dan akar ini hanya baru bisa terwujud bila tali persaudaraan, rasa kekeluargaan hadir, sehingga ia secara otomatis mengikat kepentingan-kepentingan peribadi itu menjadi satu kepentingan. Berbagai peristiwa penting, seperti penyelenggaraan pameran bers ama tingkat nasional, beragam acara yang memupuk tali persaudaraan, acara edukatif yang membimbing pemahaman identitas desain grafis Indonesia. Ini membuktikan bahwa profesi kita itu memiliki kebanggaan yang patut menjadi akar pribadi desainer grafis Indonesia.

Booth DGI di acara FGD Expo 2013 kemarin, merupakan wujud visual dari maksud ulasan di atas. Video desainer-desainer yang menyatakan dengan bangga identitasnya diekspos di atas slogan DGI: "Membimbing pemahaman di antara desainer grafis Indonesia dan persimpangannya dalam seni, desain, kebudayaan, dan masyarakat." Instalasi sederhana ini semoga menjadi langkah pertama yang perlu dilakukan pelaku desain grafis Indonesia untuk jalan menuju pemahaman profesi yang ideal, yang mantap, yang percaya diri, berakar, berdaya, yaitu dimulai dari bangga, lantang, semangat menyatakan:

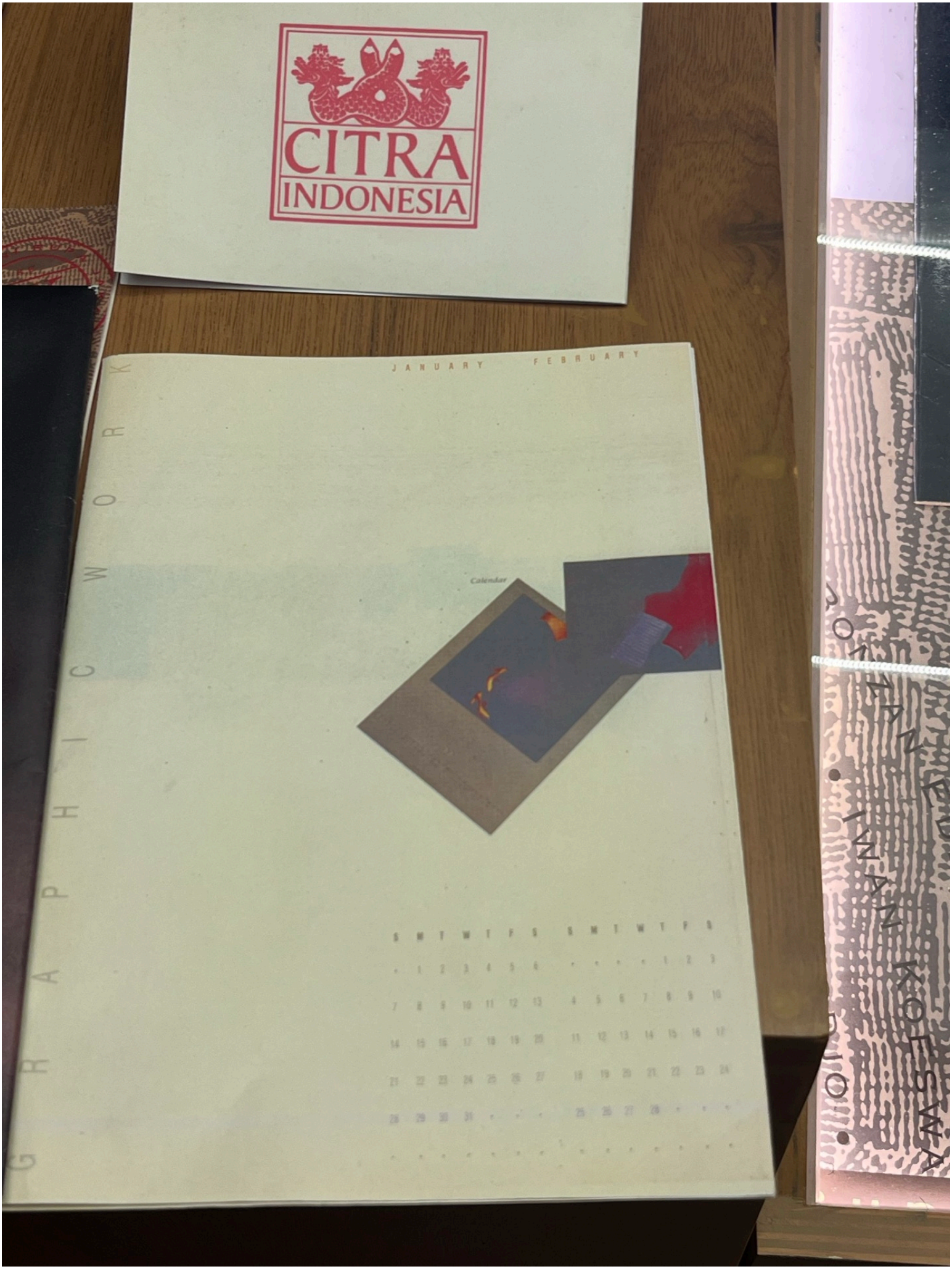
"SAYA SEORANG DESAINER GRAFIS."

Grafis'80
Pameran
diselenggara
atas kerjasa
Lingkar
Mitra Budaya
Jakarta

INDONESIA EXPEDITION CRUISES 1991-92
P & O SPICE ISLAND CRUISES
parentheses 5
AN KARYA CIPTA SLAMET A. SJUKUR
LARAS
MAJALAH INTERIOR — ARSITEKTUR
PIJAR SENI DI VILA COUNTRY
PANTULAN KARISMA BERSAHAJA MOHAMM NOOR
SAPUAN L BUT DI GALERI M AWAN
"GERIMIS HAYA" DI RIMBA IL
PARC DE L VILLETTE HAMPARA PESONA MASA DA G
SIMPLIFIK EKSPRESI
LAR
KEHIDUPAN WIDYAWATI SOPHAN SOPHIAAN DI BALIK LAYAR PERAK
ALIHFUNGSI DAN EKLEKTISME MUSEE D'ORSAY
BAYANG-BAYANG HIJAU DI TENGAH KEBISINGAN METROPOLITAN
MISTERI AFFANDI SANG MAESTRO
TAMAN DALAM PADUAN MEDITERANEAN DAN TROPIS
EFISIENSI RUANG DI LAHAN TERBATAS
INDONESIAN ETH
for Modern Interio

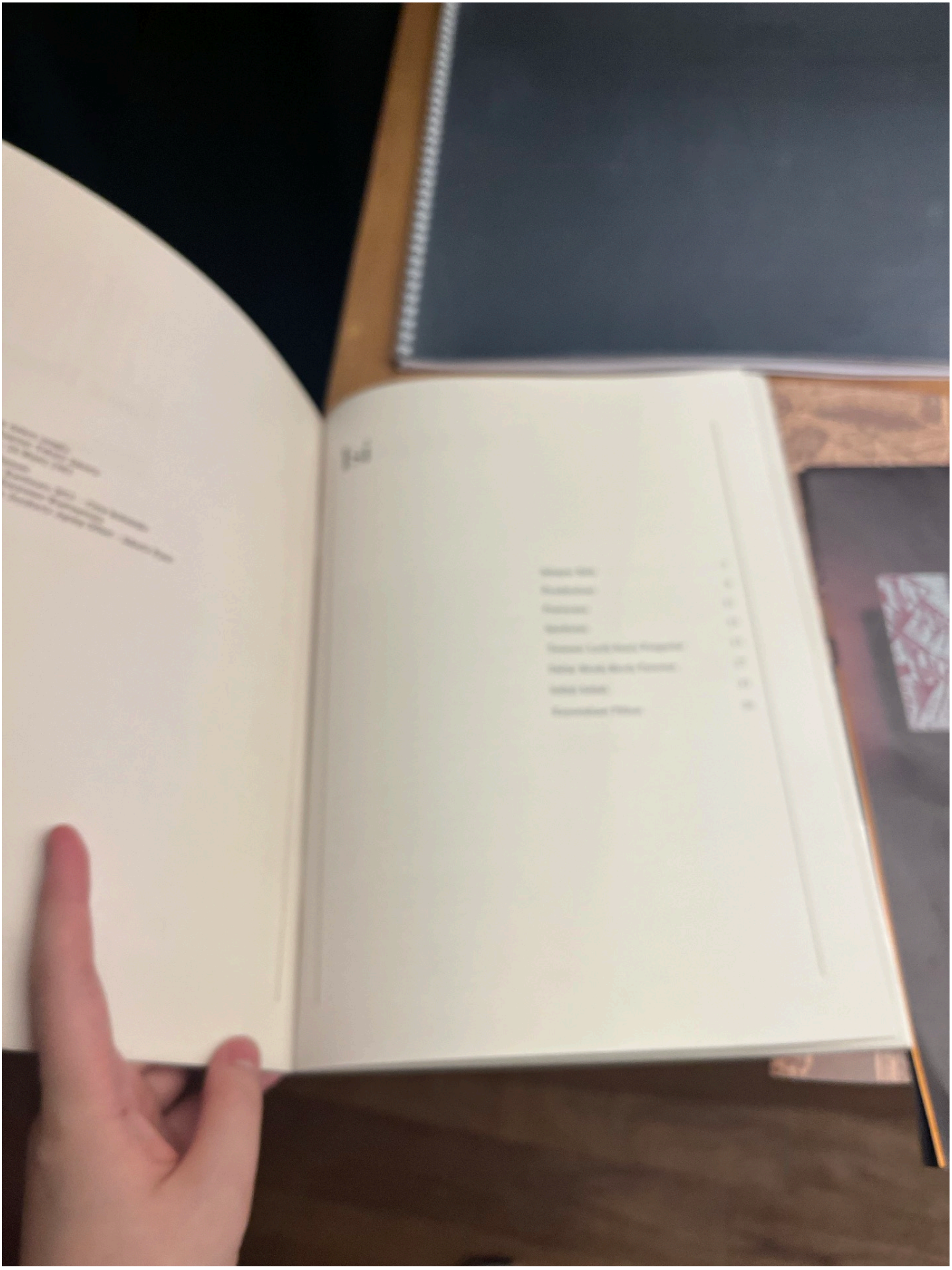
Puspita Wan
CITRA
INDONESIA
L
MAJA

TJIAMSI NO. 3
CITRA
INDONESIA
TJIAMSI NO. 3
CITRA
INDONESIA
TJIAMSI NO. 3
CITRA
INDONESIA
JANUARY
FEBRUARY


CITRA
INDONESIA
JANUARY FEBRUARY
GRAPHIC WORK
Calendar

LURIK

LURIK



TJIAMSI NO. 3
CITRA
INDONESIA
MARCH
APRIL
MAY
JUNE
C-I Program
Marketing Brochure
Ad Design
COLORS OF ASIA

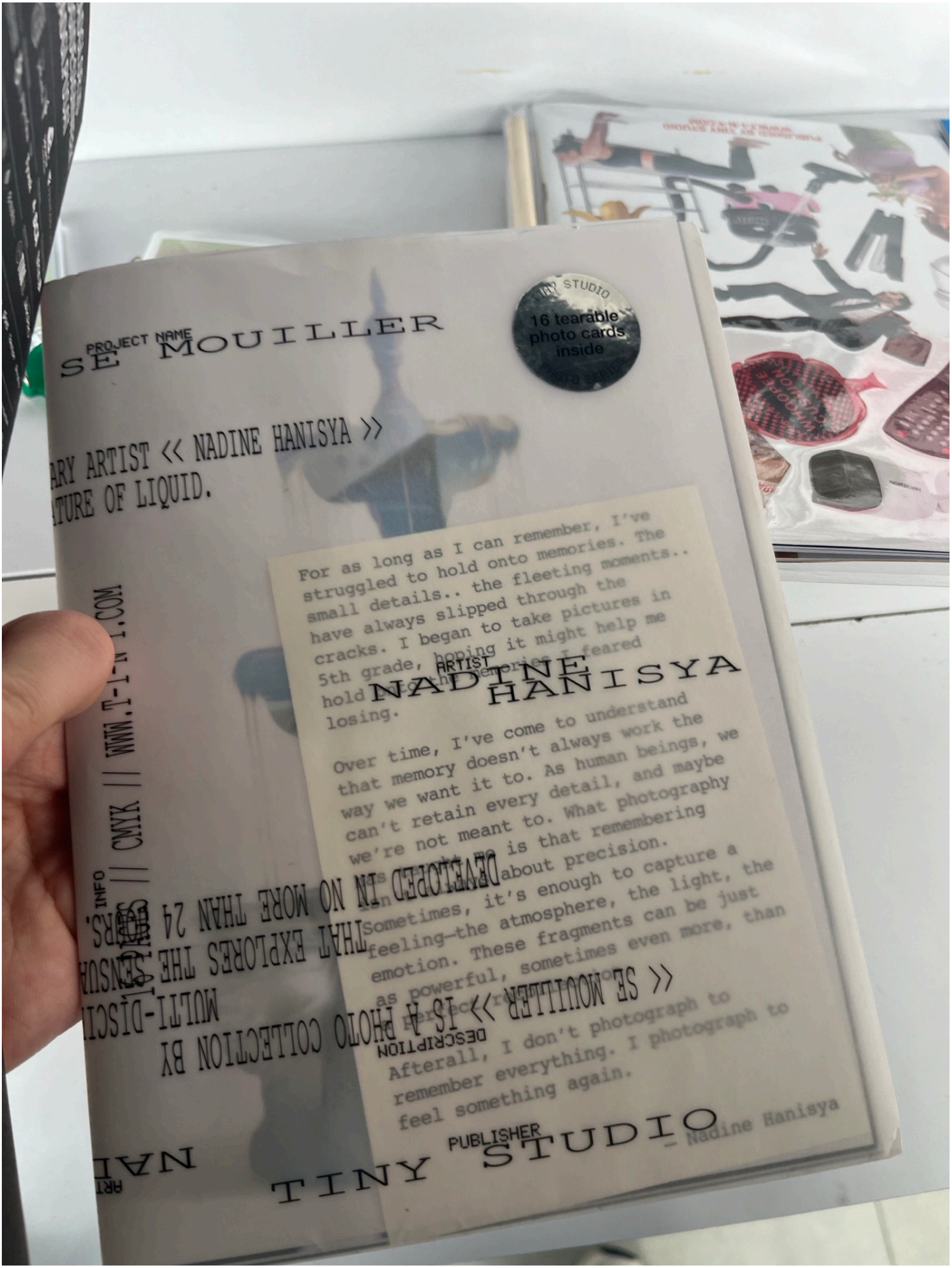
MUSEUM DGI
PRESENTED BY INDONESIA KAYA

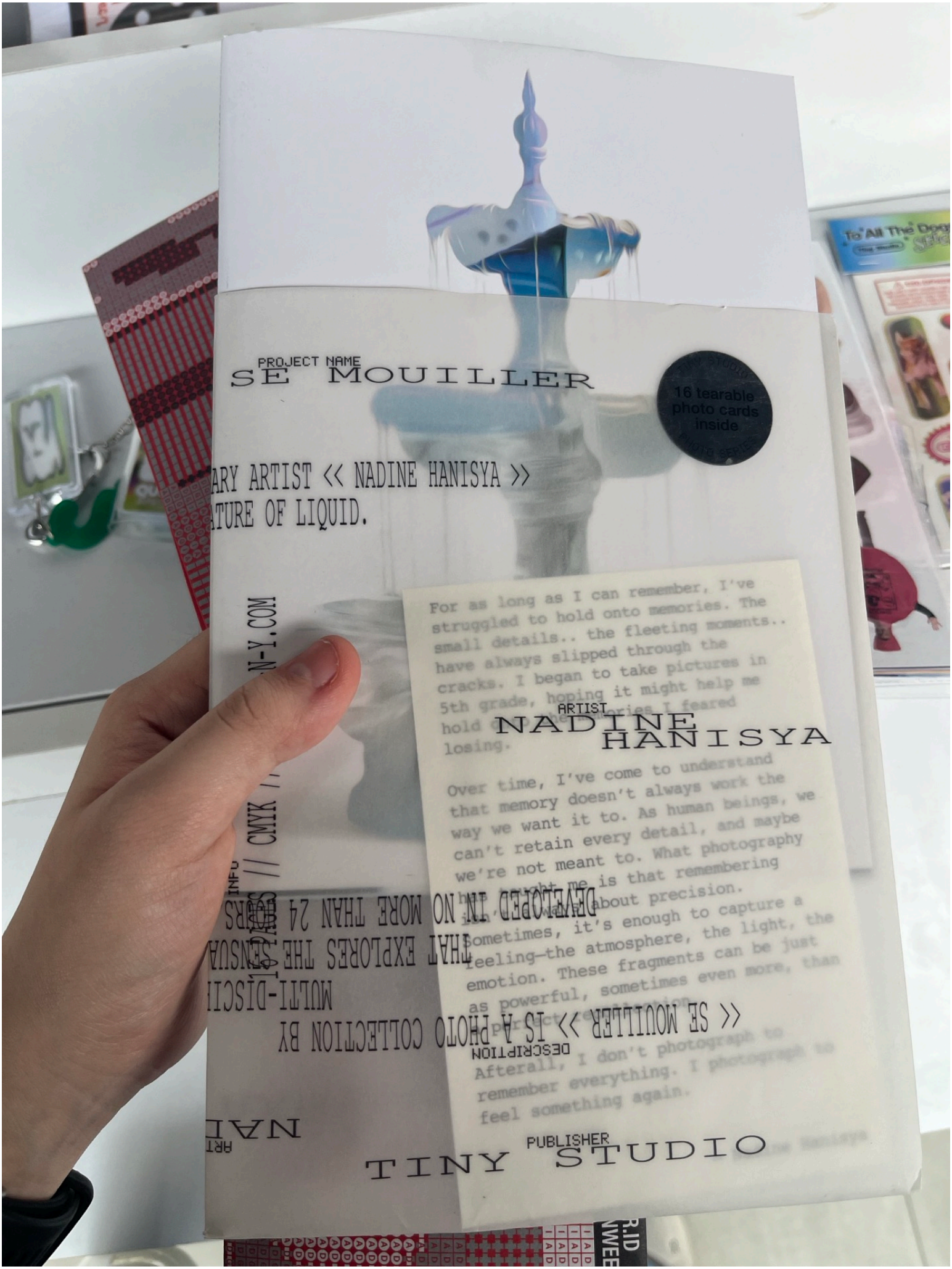
GRAFIS'25 (1) / SINESTESIA BY PARAGONCORP (2)
(1) GRAFIS EXHIBITION
15 - 23 NOVEMBER 2025
GALERI CIPTA II & 2
Continuing the tradition of GRAFIS'96, this flagship exhibition celebrates the finest works of Indonesian graphic designers, showcasing the possibilities of design in various forms and media. This year, 64 exhibitors are an exclusive mix of individual, studio, cross-discipline practice, and collective designers from ADGI accreditation program.
(2) SINESTESIA BY PARAGONCORP
15 - 23 NOVEMBER 2025
SELASAR LANTAI 3
Sinestesia is an experiential exhibition by ParagonCorp and Grivaudan that explores the intersection of sight and scent. Centering on the visual as a bridge to the intangible, it translates fragrance into form, color, and movement. Offering a sensory exploration that also serves as a foundation for Paragon's future innovations in scent and multisensory design.
3

PARAGONCORP
SYNES
syn·es·the·sia
A phenomenon in which one sense
is simultaneously perceived as if
by one or more additional senses.

PARAGONCORP
SINESTESIA
syn·es·the·sia
A phenomenon in which one sense
is simultaneously perceived as if
by one or more additional senses.

16. TINY STUDIO
Tiny Studio is a Jakarta/Paris-based graphic design practice founded by Nadine Hanisya and Ratta Bill. We specialize in developing bespoke visual identities for brands, editorials, music groups, community projects, and cultural institutions. Aside from working on commissioned projects, we also publish zines and create prints to manifest our ideas through tactile and multidimensional formats.
A FIERY COOKING ZINE BY RAHEL STEPHANIE
HOT
WET
PUSSY
TINY ZINE FOR BIG QUESTIONS


PROJECT NAME
SE MOUILLER
TINY STUDIO
16 tearable photo cards inside
PHOTO SERIES
ARY ARTIST << NADINE HANISYA >>
ATURE OF LIQUID.
For as long as I can remember, I've struggled to hold onto memories. The small details.. the fleeting moments.. have always slipped through the cracks. I began to take pictures in 5th grade, hoping it might help me hold onto the memories I feared losing.
ARTIST
NADINE HANISYA
Over time, I've come to understand that memory doesn't always work the way we want it to. As human beings, we can't retain every detail, and maybe we're not meant to. What photography has taught me is that remembering isn't always about precision. Sometimes, it's enough to capture a feeling—the atmosphere, the light, the emotion. These fragments can be just as powerful, sometimes even more, than a perfect recollection.
Afterall, I don't photograph to remember everything. I photograph to feel something again.
— Nadine Hanisya
PUBLISHER
TINY STUDIO
INFO
DESCRIPTION
<< SE MOUILLER >> IS A PHOTO COLLECTION BY
MULTI-DISCI
THAT EXPLORES THE SENSUA
DEVELOPED IN NO MORE THAN 24 HOURS.
CMYK // WWW.T-I-N-I.COM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Afterall, I don't photograph to remember everything. I photograph to feel something again.
PUBLISHER
TINY STUDIO
DEVELOPED IN NO MORE THAN 24 HOURS
THAT EXPLORES THE SENSUA
MULTI-DISCIP
<< SE MOUILLER >> IS A PHOTO COLLECTION BY
DESCRIPTION

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have always slipped through the
cracks. I began to take pictures in
5th grade, h it might help me
hold
losing.

Over time, I've come to understand
that memory doesn't always work the
way we want it to. As human beings, we
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we're not meant to. What photography
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feel something again.

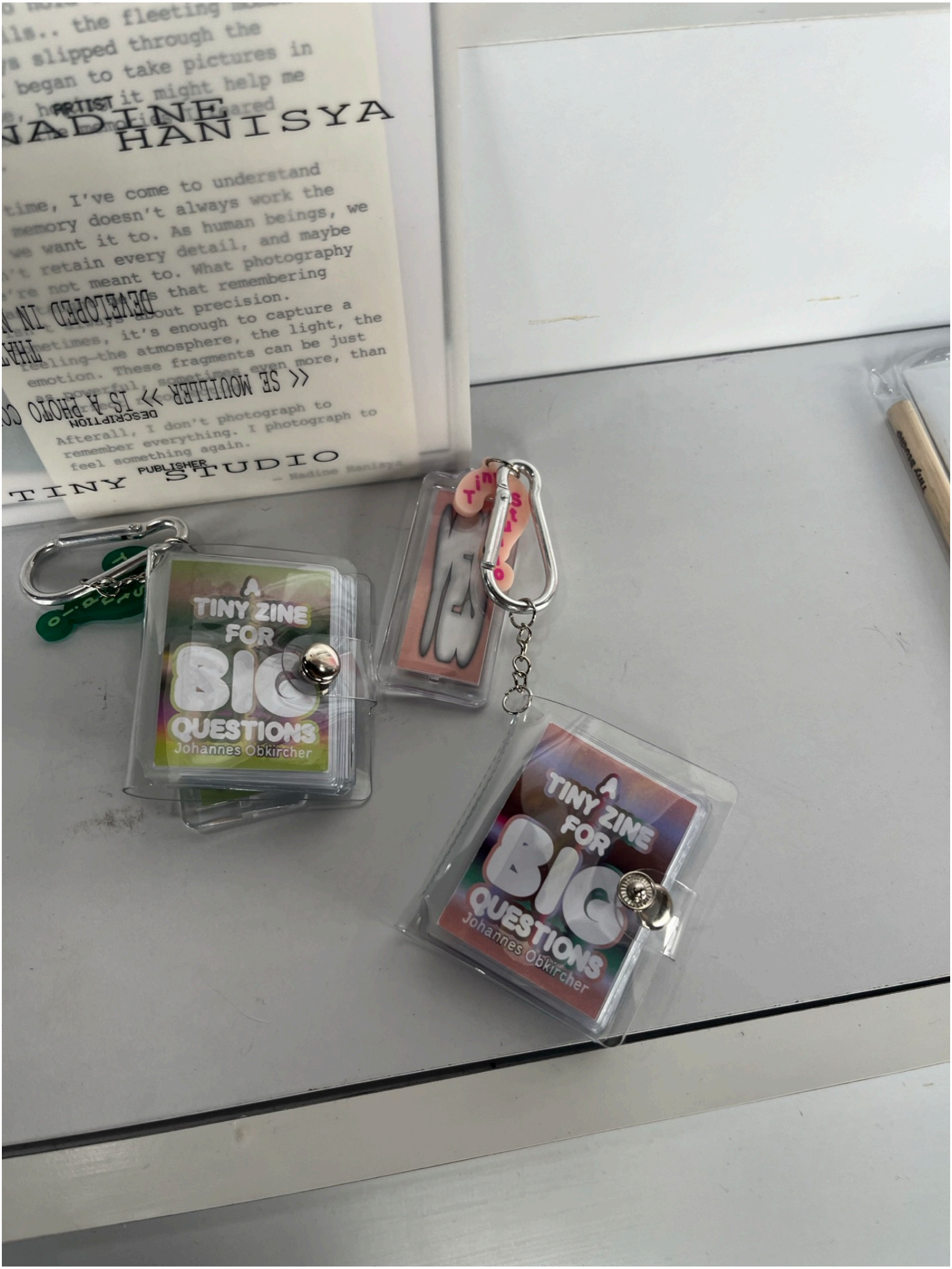
— Nadine Hanisya

ARTIST
NADINE
HANISYA

PUBLISHER
TINY STUDIO

DESCRIPTION
<< SE MOUILLER >> IS A PHOTO COLLECTION BY
MULTI-DISCI
THAT EXPLORES THE SENSUA
DEVELOPED IN NO MORE THAN 24 HOURS.

INFO // CMYK // VHS // WWW.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NADINE HANISYA
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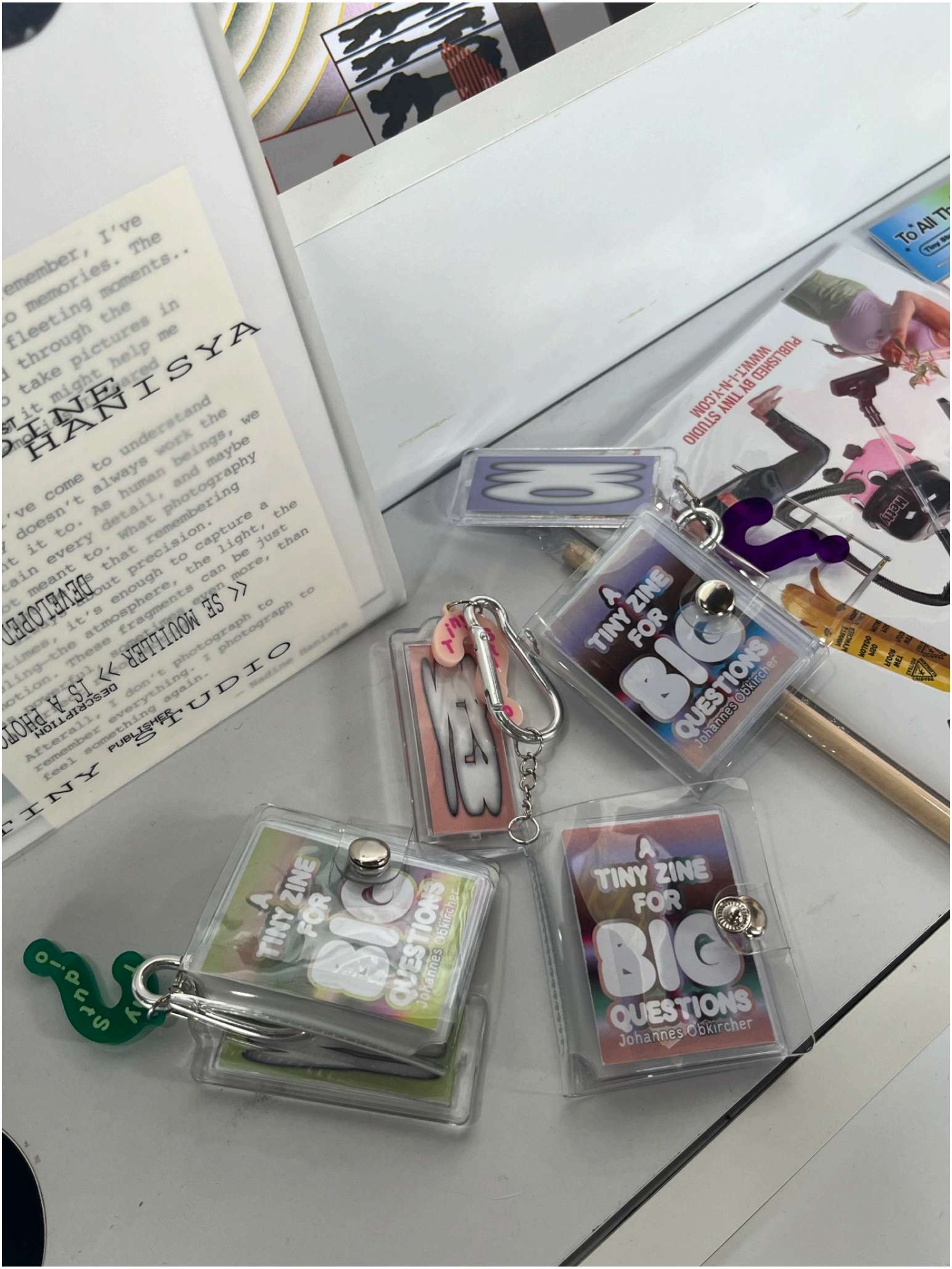
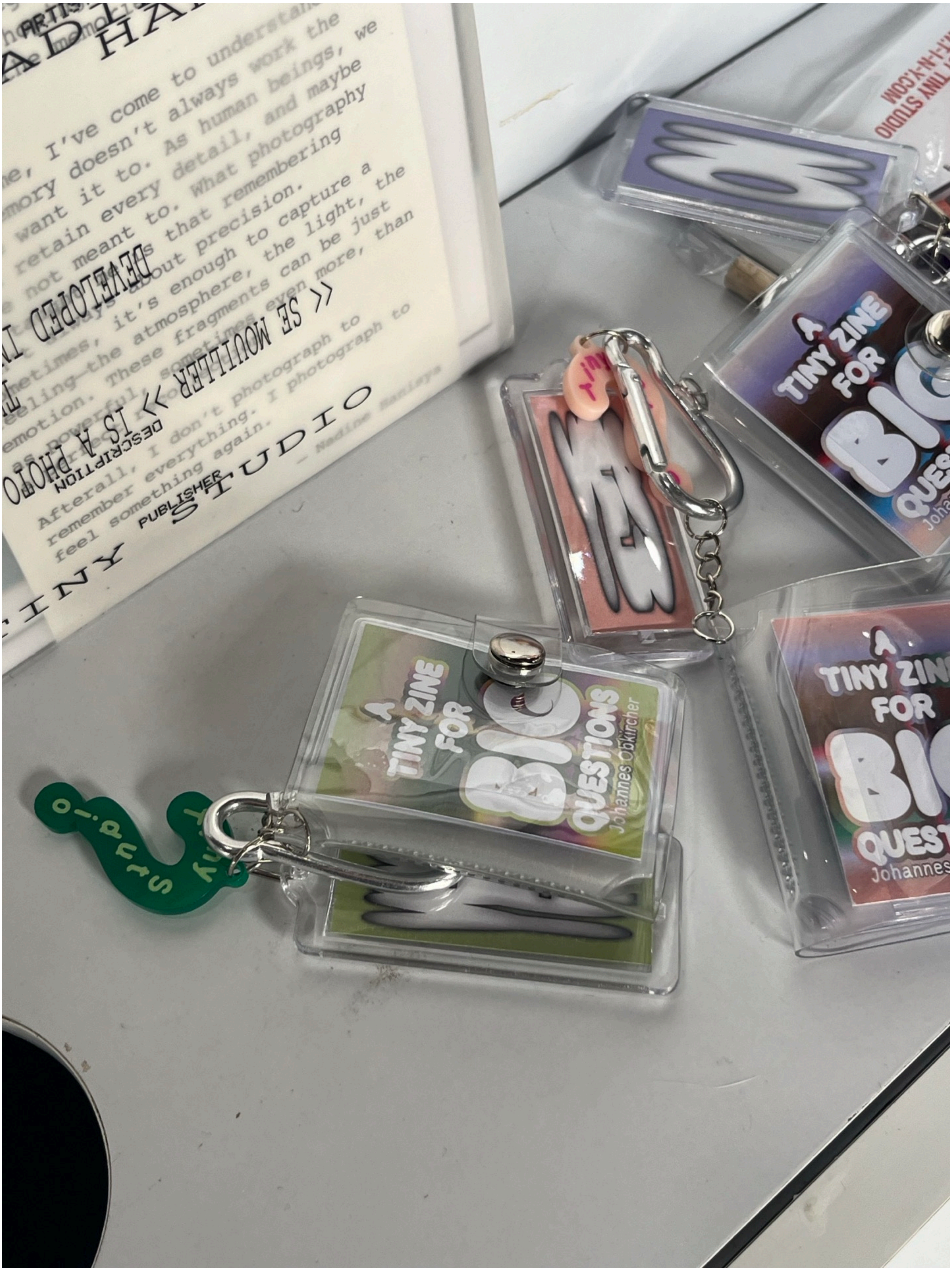
feel something again.
— Nadine Hanisya
PUBLISHER
TINY STUDIO
DESCRIPTION
<< SE MOUILLER >> IS A PHOTO
DEVELOPED IN
A TINY ZINE FOR BIG QUESTIONS
Johannes Obkircher
A TINY ZINE FOR BIG QUESTIONS
Johannes Obkircher


A TINY ZINE FOR BIG QUESTIONS
Johannes Obkircher
PUBLISHED BY TINY STUDIO
WWW.T-I-N-Y.COM

A TINY ZINE FOR BIG QUESTIONS
Johannes Obkircher
PUBLISHED BY TINY STUDIO
WWW.T-I-N-Y.COM



A TINY ZINE FOR BIG QUESTIONS
Johannes Obkircher
Tiny Studio
PUBLISHER
TINY STUDIO
DESCRIPTION

QUESTIONS
Johannes Obkircher
Oh we got a
big question
here. Or is

12. Y2LAUD X BS

Yenny Laud (Y2Laud), seorang seniman digital yang menekuni seni komik dan ilustrasi. Ia telah berkontribusi dalam berbagai proyek internasional, termasuk komik Star Wars, Spider-Woman, Deadpool, dan Super Strikas.

Julia Laud adalah seniman yang menyalurkan rasa ingin tahunya melalui karya visual. Ia bereksperimen dengan berbagai medium seni, menghadirkan eksplorasi artistik yang sederhana namun bermakna, menjadikan setiap karya sebagai refleksi perjalanan pribadi dan ekspresi kreatifnya.

@JULIALAUD

@Y2LAUD

Keychain
GAJELAS!
SEJAK JAMAN DAHULU KALA
NGGAKMUNCUL
(Tidak) TERBUKTI
TOLAK ANJING
Cintai produk INDONESIA
BOLA NAGA

BUNGA NGARANG
KEYCHAIN
Congratulations
KARENA SUDAH BERDAMAI DENGAN MENTAL HEALTH, OVERTHINKING, BURNOUT, INSOMNIA, ANXIETY & QUARTER LIFE CRISIS
Rain Pulang

STICKER PACK 10 pcs
rainainvasion
Raina Pulang
Raina
17+
Chibi series
rainainvasion
by Raina Pulang
FITNAH KEJA
Turut Berduka Cita
ATAS BERPULANGNYA
SEMANGAT HIDUP
SEMOGA HUSNUL KHATIMAH
PACK 3 pcs
PACK 3 pcs
Asli
Raina Pulang
100%
Lupa
saldon
tingg
berap
ya?

Sokkwi Statement

return to my roots.
Perhaps I could start by
visiting Grandpa's house.
AN ARTIFACT OF A FREAKY CAT THAT WE FOUND IN A FOREST FILLED WITH TREES THAT CURVED NATURALLY IN POLAND.
Sokkwi Statement
Lab
Archiving
FREAKIE LAB
This document, penned by the enigmatic Professors M. Dave Beck and Niota Yuki in the 1990s, reveals a chilling truth. These pioneers of the occult, founders of the infamous FreakieXLab and their controversial genetic mutation experiments, predicted the end of days. The contents of this file are far more shocking than we could have imagined...
Author
Julian Hendriks
& Dr Kaia Vranjek
Historical Advisory
Council of Unified
Historical Preservation
Geological Division
of ERC Archives

Tiny Studio
A LOVE FOR BIG QUESTIONS
Johannes Obkircher
Tiny Studio

02. AIYARI STUDIO
A decade is a curious milestone for a type foundry. Too young to be considered classic, yet far beyond a fleeting moment. Over these ten years, we've see ourselves as confectioners of all things type design, continually hungry for new flavors and experiences. We hope visiting our foundry feels like stepping into a beloved patisserie: vibrant, nostalgic, and full of small, delightful discoveries. From timeless staples to contemporary delights, each typeface is crafted as a sweet treat meant to be enjoyed
BITS & BOBS
Edible Butter Cookies
Handle With Care – Fragile!
These are delicate, edible butter cookies.
Please carry and store with caution to
LETTERCOOKIES
Sweet Dangler
AIYARI

Edible Butter Cookies
Handle With Care – Fragile!
These are delicate, edible butter cookies.
Please carry and store with caution to
LETTERCOOKIES
2025
SPELL OUT SMILES, ONE COOKIE AT A TIME
WWW.AIYARISTUDIO.COM
PALETTE
SWEET COLLECTIONS FOR CREATIVE PALETTE
Sweet Sangler
M Bloc Spa

Edible Butter Cookies
Handle With Care – Fragile!
These are delicate, edible butter cookies.
AIYARI
2025
LETTERCOOKIES
SPELL OUT SMILES, ONE COOKIE AT A TIME
WWW.AIYARISTUDIO.COM
PALETTE
SWEET COLLECTIONS FOR CREATIVE PALETTE
11 FONTS
@AIYARI.STUDIO
WWW.AIYARISTUDIO.COM

Indomie
Keren Saya
Edib
Cool
Handle Wit
These are delicate
AIYARI
LETTERCOOKIE
SPELL OUT SMILES, ONE COOKIE AT A TIME
WWW.AIYARISTUD
PAGE
SWEET COLLECTIONS FOR DEAR FRIENDS

Edible Butter Cookies
Handle With Care – Fragile!
These are delicate, edible butter cookies.
Please carry and store with caution to
AIYARI
LETTERCOOKIES
2023
SPELL OUT SMILES ONE COOKIE AT A TIME
WWW.AIYARISTUDIO.COM

Edible Butter Cookies
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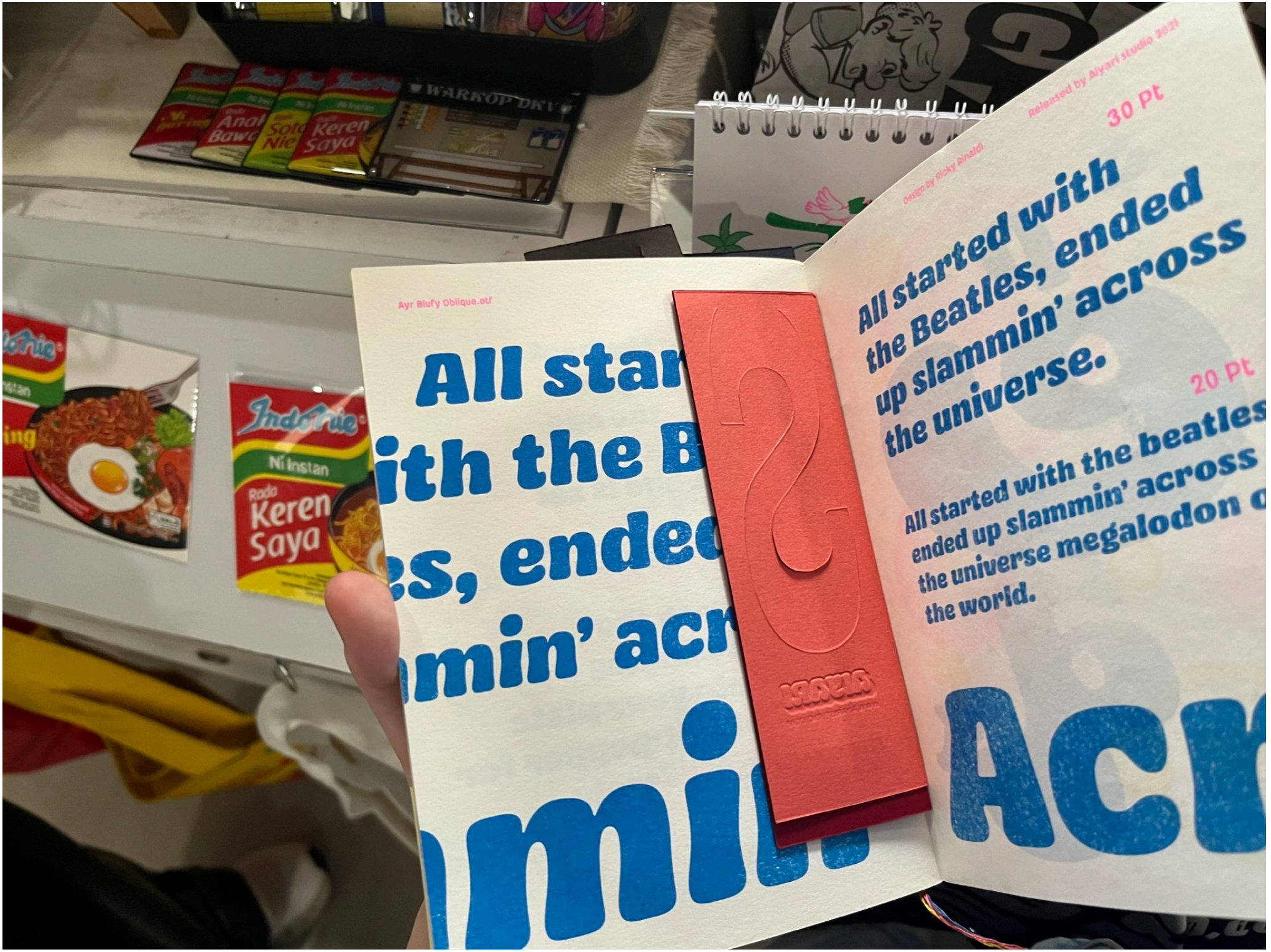
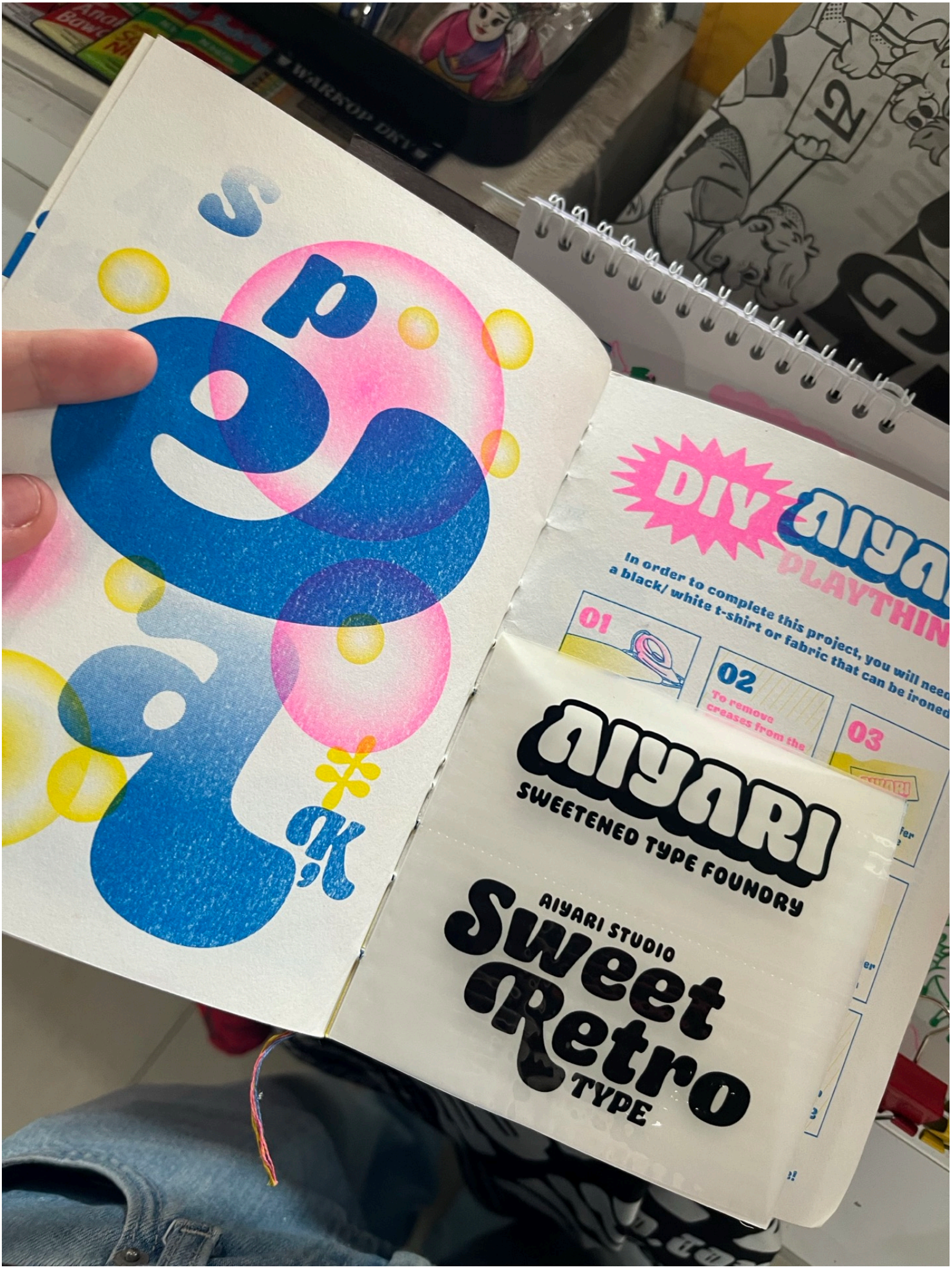
These are delicate, edible butter cookies.
Please carry and store with caution to
LETTERCOOKIES
SPELL OUT SMILES, ONE COOKIE AT A TIME
WWW.AIYARISTUDIO.COM
AIYARI
2025
AYR NEUTRAL FONT FAMILY
SWEET COLLECTIONS FO

AIYARI
Type Specimen
WWW.ADGI.OR.ID
@ADGIDESIGNWEE

Fill The Blank!
___ ran into
forest. Slowly
wood.Then
___
the ___
night.
the ___
burned it
To warm
Dreamily
Lonely
Wildly

Type Specimen


Ayr Blufy Oblique.otf
All started with the Beatles, ended up slammin' across the universe.
30 Pt
Released by Alyari studio 2021
Design by Ricky Rinaldi
20 Pt
All started with the beatles ended up slammin' across the universe megalodon
the world.
Indofrie
Ni Instan
Rasa Keren Saya
WARKOP DKV


DIY AIYA
PLAYTHIN
In order to complete this project, you will need
a black/ white t-shirt or fabric that can be ironed
01
02
To remove
creases from the
03
AIYARI
SWEETENED TYPE FOUNDRY
AIYARI STUDIO
Sweet
Retro
TYPE

PALETTE
SWEET COLLECTIONS FOR CREATIVE PALETTE
11 FONTS
AIYARI STUDIO
WWW.AIYARISTUDIO.COM
LETTER
LYFE

SWEET COLLECTIONS FOR
G T R
LOOKING
ARCHIVE
Vol. 1
WWW.AIYARISTUDIO.COM
dible Bu
ookies
With Care – Fragi
delicate, edible butter cookies
and store with caution to
2025

310 pt
AYR NEUTRAL FONT FAMILY
2025
SWEET COLLECTIONS FOR
2025
2025

03. BITS & BOBS

Bits & Bobs is an Indonesian souvenir shop. Using illustration, bits & bobs creates daily items that combines local culture and wit. The illustration takes on the theme of street food; such as warteg, resto padang, pecel lele, and jajanan pasar. Using play of words, items with the theme of instant noodle, herbal products and sachet drinks are also made. The product ranges from postcard, keychain, fridge magnet, sticker, bag charm, pouch, to tote bag. We aim to be the top-of-mind brand when it comes to witty
Indonesian souvenir.

We are currently available at Sarinah, Alun Alun Indonesia, Kemchicks PP, Grammars, MACAN shop, Matalokal and dia.lo.gue.

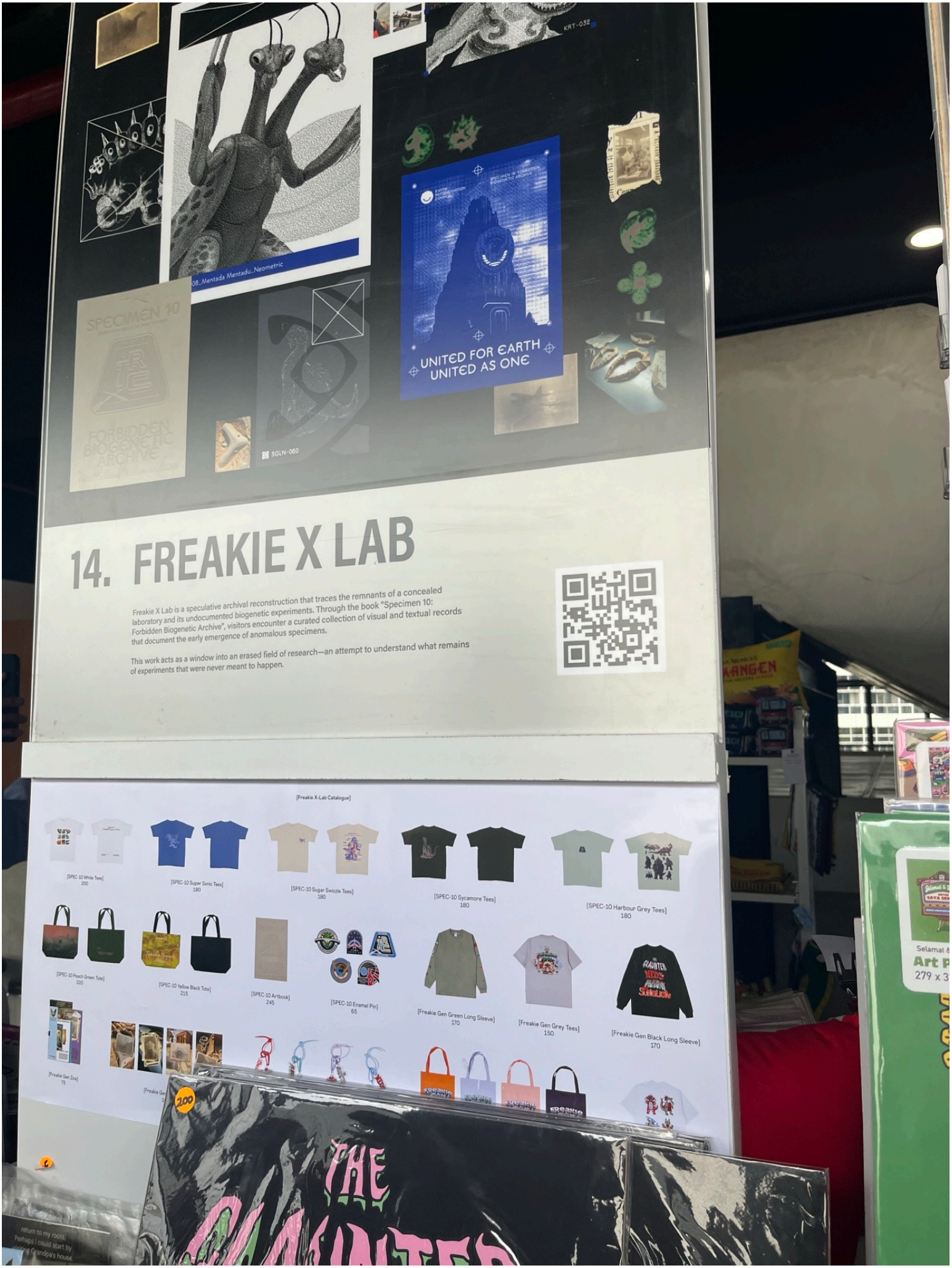
02. AIYARI STUDIO
A decade is a curious milestone for a type foundry. Too young to be considered classic, yet far beyond a fleeting moment. Over these ten years, we've see ourselves as confectioners of all things type design, continually hungry for new flavors and experiences. We hope visiting our foundry feels like stepping into a beloved patisserie: vibrant, nostalgic, and full of small, delightful discoveries. From timeless staples to contemporary delights, each typeface is crafted as a sweet treat meant to be enjoyed
01. STUDIO RIA RIDWANA
Rocket
Super Yummy
Sweet Retro
SUNSEEKER
SPOOKY
SWEET
Downtown
Palaguna Arcade
DR EAD
HOPERS
BUBBLE RUSH
CHARISMA
NEW UPDATE!
Mecha PIXELATED
HEALING POWDER
PURE MOO
MAKE LOVE NOT WAR
Love Not War
WHATEVER
2030
QUIRK
BRAVARIA
MORE BRAINS!!!
Sour Candy
SEVEN BEACH
Holly Jolly
Pembus
COUNT DRAGULA
SUTURE PAST
Apple

Indonie
Ni Instan
Rada Keren Saya
Lengkap dengan bumbu Keren
HALO
129g
Indonie
Ni Instan
Rada Keren Saya
Rada Soto Nie
WARKOP DKI
HALO
129g
INA

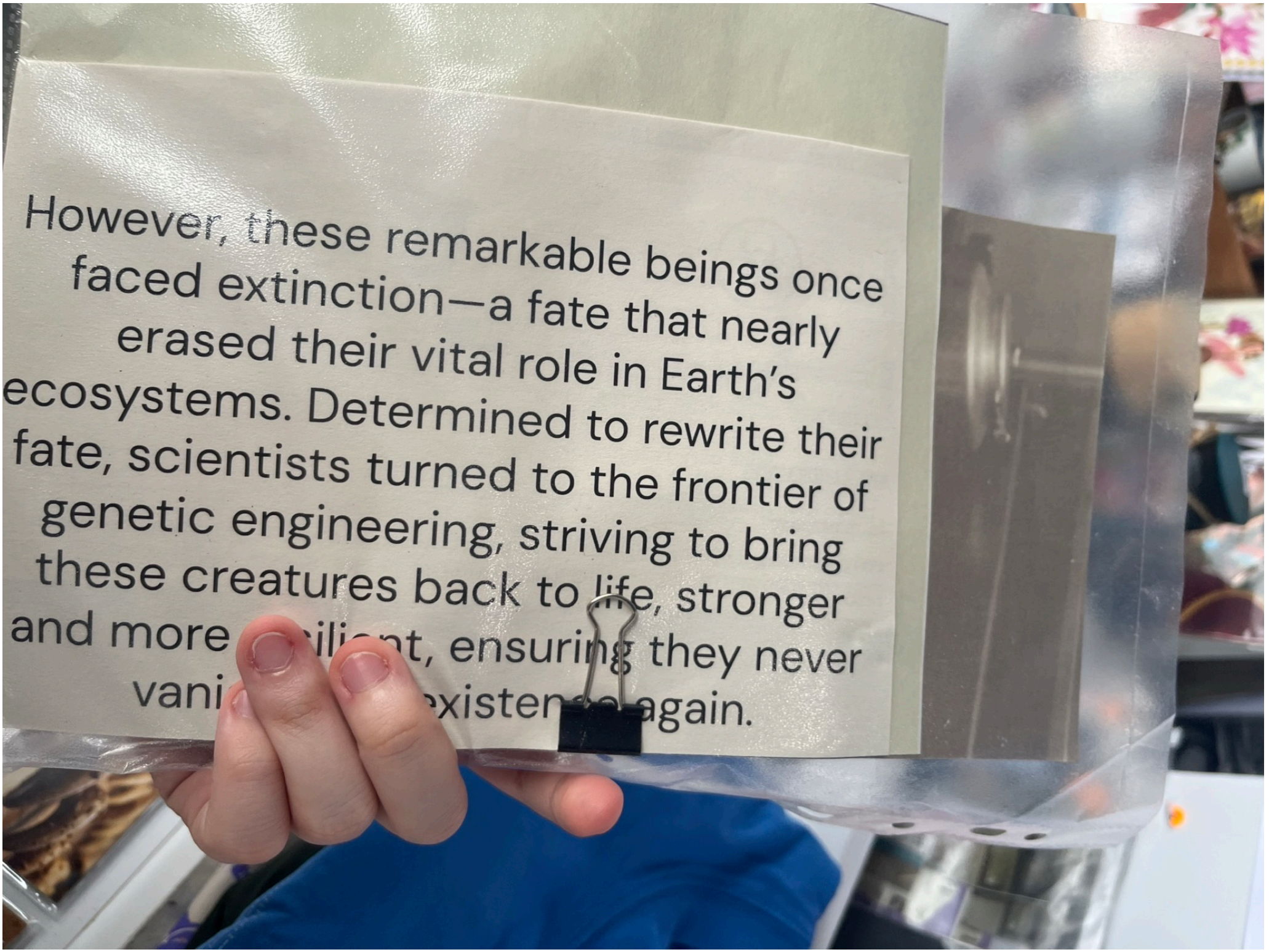
Indomie
Ni Instan
Rasa Anak Bawang
Ni Instan
bits & bobs
GRATIS 1
RM SIMPANG SIUR
MASAKAN PADANG
WARKOP DKI
Indomie
Ni Instan
Rasa Keren Saya

PUNOPALS™
WEJANGAN
sticker pack
Vol. 3
4 Stickers
GAPAPA
© PUNOPALS. ALL RIGHTS RESERVED.

4. PUNOPALS
Punopals is a character-based IP created by Ardi Kusuma and developed by Pamorbon, blending the expressive style of rubber hose cartoons with the iconic Punakawan characters from Indonesian wayang. Designed to bridge the gap between pop culture and local heritage, Punopals expresses this mission through a variety of art collectibles and merchandise such as art toys, stickers, posters, t-shirts, tote bags, and more. While also developing the story and world of Punopals, following the
TRUK
GONG
PUNOPALS
03. BITS & BOBS


KRT-032
UNITED FOR EARTH
UNITED AS ONE
SPECIMEN 10
FORBIDDEN
BIOGENETIC
ARCHIVE
SGLN-060
14. FREAKIE X LAB
Freakie X Lab is a speculative archival reconstruction that traces the remnants of a concealed laboratory and its undocumented biogenetic experiments. Through the book "Specimen 10: Forbidden Biogenetic Archive", visitors encounter a curated collection of visual and textual records that document the early emergence of anomalous specimens.
This work acts as a window into an erased field of research—an attempt to understand what remains of experiments that were never meant to happen.
[Freakie X-Lab Catalogue]
[SPEC-10 White Tees] 200
[SPEC-10 Super Sonic Tees] 180
[SPEC-10 Sugar Swizzle Tees] 180
[SPEC-10 Sycamore Tees] 180
[SPEC-10 Harbour Grey Tees] 180
[SPEC-10 Peach Green Tote] 220
[SPEC-10 Yellow Black Tote] 215
[SPEC-10 Artbook] 245
[SPEC-10 Enamel Pin] 65
[Freakie Gen Green Long Sleeve] 170
[Freakie Gen Grey Tees] 150
[Freakie Gen Black Long Sleeve] 170
[Freakie Gen Zine] 75
200
THE

return to my roots.
Perhaps I could start by
visiting Grandpa's house.
Archiving
This document, penned by the enigmatic Professors M. Dave Beck and Niota Yuki in the 1990s, reveals a chilling truth. These pioneers of the occult, founders of the infamous FreakieXLab and their controversial genetic mutation experiments, predicted the end of days. The contents of this file are far more shocking than we could have imagined...


However, these remarkable beings once faced extinction—a fate that nearly erased their vital role in Earth's ecosystems. Determined to rewrite their fate, scientists turned to the frontier of genetic engineering, striving to bring these creatures back to life, stronger and more
t, ensuring they never
again.

Handle With Care
These are delicate, edible butter cookie
Please carry and store with caution to
AIYARI
LETTERCOOKIES
2025
SPELL OUT SMILES, ONE COOKIE AT A TIME
WWW.AIYARISTUDIO.COM
STICK WITH PURPO
A CURATED

NASI BEBEK
SIDIA MUNCUL
TOLAKANGEN
OBAT MANJUR UNTUK MELEPAS KANGEN
SCIENTIFICALLY PROVEN

RM SIMPANG SIUR
bites & bobs

bits& bobs
NASI BEBEK
SI DIA MUNCUL
TOL AKANGEN
OBAT MANJUR UNTUK MELEPAS KANGEN
SCIENTIFICALLY PROVEN
NEW!
Bag Charm 65k

GRAFIA 25

(Compiled by Garlic Cracker Press)